PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																												
A DIFFERENT WORLD(R)					A	19.2	35	1736	1655	289	249	107	690	308	474	378	270	187	404	191	294	244	160	93	206	134	354	223
THU	8.30P	30	NBC	9	B~	17.0	33	1537	1651	304	260	105	717	316	493	411	283	189	429	210	316	253	164	89	197	119	303	200
	212	99	CS	44	C~	22.3	37	2016	1744	341	287	102	797	318	517	448	327	233	453	199	310	266	190	115	199	114	299	195
A WHOLE LOTTA FUN(S)					A	7.0	13	633	1644	272	212	91	685	225	395	358	319	253	624	256	416	375	291	179	136	63^	199	139
SUN	8.36P	60	NBC																									
	190	96	CV																									
8.30 - 9.00					A	6.4	12	579	1665	283	228	90	699	235	408	369	320	250	615	273	411	352	263	183	129	76^	222	155
9.00 - 9.30					A	7.5	14	678	1633	267	204	92	676	221	386	351	316	256	631	249	420	390	306	176	141	57^	185	128
9.30 - 10.00					A	6.8	13	615	1647	267	201	93	690	218	401	366	335	246	630	234	411	388	318	183	133	50^	194	144
ABC MONDAY NIGHT MOVIE(R)					A	8.4	15	759	1628	267	233	82	646	242	414	370	311	187	715	311	519	488	334	152	105	31^	163	78
MON	9.00P	120	ABC	3	B~	9.9	18	895	1509	328	262	64	783	258	456	414	373	274	519	184	317	311	260	162	78	38	125	74
	205	97	FF	19	C~	14.5	23	1311	1581	328	260	83	805	264	483	454	397	258	548	195	340	324	270	162	106	55	118	71
THE RIGHT STUFF, PT.2																												
9.00 - 9.30					A	8.4	14	759	1621	253	223	77	614	228	400	356	298	178	723	312	527	509	339	145	86	22^	197	102
9.30 - 10.00					A	8.4	14	759	1640	255	228	88	633	247	414	365	301	175	706	300	523	495	334	142	120	34^	181	89
10.00 - 10.30					A	8.5	15	768	1641	280	244	82	668	250	429	378	323	192	723	320	523	487	335	157	109	36^	141	64
10.30 - 11.00					A	8.3	16	750	1611	280	237	80	667	243	414	380	321	201	709	311	502	461	328	162	102	34^	133	59^
ABC MOVIE SPECIAL-SAT(S,R)					A	9.2	19	832	1611	239	182	61	712	177	349	334	355	309	558	131	286	287	289	239	98	43^	243	165
SAT	8.00P	120	ABC																									
	210	98	FF																									
THE JOURNEY OF NATTY GANN																												
8.00 - 8.30					A	7.5	17	678	1557	233	165	47^	737	154	319	318	365	359	538	122	266	272	268	243	70	31^	212	133
8.30 - 9.00					A	8.8	19	796	1586	247	184	58^	701	173	339	326	351	300	539	120	270	277	288	235	96	42^	250	161
9.00 - 9.30					A	10.1	20	913	1619	230	181	66	697	185	356	329	341	294	556	130	281	278	285	241	112	49^	254	176
9.30 - 10.00					A	10.3	20	931	1680	249	195	69	725	193	376	359	368	299	597	147	320	320	311	239	108	49^	250	182
ABC NEWS CLOSEUP(S)					A	10.5	19	949	1485	319	267	113	769	336	541	486	321	184	430	205	313	273	174	95	140	85	146	93
TUE	10.00P	60	ABC																									
	217	99	DN																									
A REPORT ON FOSTER CARE																												
10.00 - 10.30					A	10.5	18	949	1492	320	268	114	764	337	543	488	321	179	413	198	305	266	170	86	151	91	164	100
10.30 - 11.00					A	10.5	19	949	1479	318	265	111	774	335	539	485	320	190	446	211	320	279	177	103	130	79	129	86
ABC SUNDAY NIGHT MOVIE(B,R)					A	8.8	17	796	1789	314	264	74	702	332	533	430	291	137	611	297	511	442	272	80	230	116	246	171
SUN	9.00P	139	ABC																									
	156	81	FF																									
POLTERGEIST																												
9.00 - 9.30					A	7.4	14	669	1722	280	232	60^	675	275	484	409	299	157	593	243	454	407	291	112	201	100	252	176
9.30 - 10.00					A	8.1	15	732	1805	296	251	70	682	330	523	423	275	125	610	297	519	452	276	69	244	125	269	183
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29-SEP.4,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
ABC SUNDAY NIGHT MOVIE(B-CONT'D																												
10.00 - 10.30					A	8.8	17	796	1823	322	269	86	719	357	553	443	286	135	618	316	534	456	262	70	239	117	247	169
10.30 - 11.00					A	9.7	19	877	1818	336	285	79	722	356	558	439	294	131	619	319	527	443	260	77	237	120	240	168
11.00 - 11.30					A	10.4	21	940	1808	340	287	73	728	338	551	443	313	145	627	305	524	460	288	79	227	120	226	159
ABC THURSDAY NIGHT MOVIE					A	6.3	11	570	1498	279	216	49^	818	145	378	385	438	384	507	116	254	278	272	205	63^	27^	109	75^
THU	9.00P	120	ABC	6	B~	7.7	15	696	1505	295	214	58	819	181	374	375	413	384	522	150	274	276	260	208	66	34	106	68
	206	98	FF	10	C~	8.5	16	768	1545	293	219	67	802	199	393	387	402	356	517	162	294	289	246	188	85	45	118	81
DEADLINE																												
9.00 - 9.30					A	6.6	12	597	1516	278	219	46^	797	140	377	390	447	366	506	118	269	287	280	193	76^	27^	136	95
9.30 - 10.00					A	6.7	12	606	1522	278	217	49^	819	152	387	396	440	375	510	115	269	293	284	196	58^	23^	134	94
10.00 - 10.30					A	6.2	11	560	1484	292	227	49^	829	142	389	389	444	385	503	115	242	266	266	213	61^	27^	92	66^
10.30 - 11.00					A	5.8	11	524	1440	263	196	53^	816	141	353	354	411	409	501	114	230	258	252	218	56^	30^	67^	38^
ALF(R)					A	14.7	26	1329	1737	267	230	96	703	289	475	401	295	189	443	228	348	299	175	66	195	103	396	245
MON	8.00P	30	NBC	10	B~	13.2	26	1193	1717	303	260	92	697	307	481	394	276	181	481	246	378	322	195	73	178	96	367	232
	209	99	CS	46	C~	16.8	28	1519	1855	310	263	99	720	306	499	433	298	180	506	244	392	339	215	88	214	104	417	272
AMEN(R)					A	15.2	30	1374	1676	289	218	69	846	232	419	400	337	380	492	157	257	251	230	192	141	85	198	147
SAT	9.30P	30	NBC	9	B~	14.0	29	1266	1600	289	214	75	834	234	421	384	361	369	434	125	224	212	202	175	132	80	205	147
	208	98	CS	43	C~	16.5	30	1492	1686	316	233	71	858	237	425	403	377	372	464	142	244	230	211	187	147	91	216	154
AMERICA'S MOST WANTED					A	7.0	14	633	1705	369	330	79	711	296	525	411	338	162	646	289	502	446	320	97	157	65^	190	111
SUN	8.00P	30	FOX	9	B~	6.9	14	624	1679	342	307	102	689	316	503	410	291	146	664	324	528	438	297	109	140	67	191	116
	130	86	OP	21	C~	6.5	13	588	1743	356	309	108	699	324	524	427	302	150	661	321	531	447	302	101	166	82	191	109
BADLANDS:2005(S)					A	10.3	18	931	1582	243	200	58	615	183	353	336	298	214	673	227	430	417	337	204	92	33^	202	123
MON	8.00P	60	ABC																									
	210	97	A																									
8.00 - 8.30					A	9.6	17	868	1553	250	205	53^	637	171	346	334	313	240	649	209	396	387	319	213	87	31^	180	114
8.30 - 9.00					A	10.9	19	985	1622	239	199	64	601	195	363	341	287	193	700	245	463	447	355	197	97	34^	223	131
BEAUTY & THE BEAST(R)					A	8.4	18	759	1494	278	223	41^	764	207	415	407	360	312	459	147	258	252	197	174	100	64	171	105
FRI	8.00P	60	CBS	7	B~	7.8	17	705	1486	320	244	66	808	226	428	415	372	323	443	115	230	229	212	175	82	47	164	100
	212	99	A	40	C~	11.1	21	1003	1624	341	260	75	866	234	460	448	421	346	514	134	271	267	263	206	81	47	174	105
8.00 - 8.30					A	8.2	18	741	1491	287	229	42^	786	222	427	411	361	323	442	137	242	239	191	169	97	64	166	103
8.30 - 9.00					A	8.6	18	777	1496	270	217	40^	743	194	404	403	358	302	476	156	272	264	204	178	102	63	175	107
BEST OF TV BLOOPERS-JOKES(R)					A	7.9	17	714	1499	258	212	79	706	197	401	362	341	275	508	175	329	327	261	137	125	57^	160	124
FRI	8.00P	60	NBC	7	B~	7.6	17	687	1559	252	197	83	734	218	396	372	351	286	541	186	320	309	258	174	130	64	158	111
	191	91	CV	13	C~	8.1	18	732	1558	242	190	71	727	218	388	364	341	288	531	184	316	283	247	177	130	68	172	116
8.00 - 8.30					A	7.6	17	687	1466	249	202	79	701	195	385	347	333	288	485	169	307	300	241	142	132	67^	149	116
8.30 - 9.00					A	8.2	17	741	1529	267	221	79	711	200	417	376	348	264	530	181	349	352	280	133	117	48^	171	131
BILL COSBY SHOW(R) CONT'D					A	18.5	36	1672	1612	282	237	100	710	280	458	374	287	222	400	163	268	230	170	109	190	126	313	203

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AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME	DUR	NET	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
BILL COSBY SHOW(R)-CONT'D																												
THU	8.00P	30	NBC	10	B~	16.8	34	1519	1610	297	252	95	738	289	468	399	295	236	439	200	301	250	176	114	174	105	265	174
	218	99	CS	50	C~	24.0	41	2170	1749	330	271	90	818	291	488	433	343	281	475	185	296	266	207	146	174	98	282	184
BLACKE'S MAGIC(R)					A	7.9	16	714	1531	295	226	56^	778	196	428	421	407	300	474	144	279	271	229	164	110	39^	169	116
FRI	9.00P	60	NBC	5	B~	6.9	14	624	1568	271	201	72	764	196	408	402	393	301	528	140	287	292	272	201	105	42	157	103
	201	96	SM	5	C~	6.9	14	624	1568	271	201	72	764	196	408	402	393	301	528	140	287	292	272	201	105	42	157	103
9.00 - 9.30					A	7.4	15	669	1512	304	241	59^	775	194	435	428	410	292	470	139	280	271	236	162	109	41^	159	109
9.30 - 10.00					A	8.3	16	750	1565	292	216	53^	790	199	427	421	409	310	482	149	281	275	225	169	113	38^	180	124
CAVANAUGHS					A	10.5	18	949	1452	314	224	55	827	210	382	391	344	380	435	123	197	196	181	200	71	38^	120	85
MON	8.30P	30	CBS	4	B~	8.0	14	723	1449	306	228	65	827	216	393	383	339	378	444	116	208	210	202	197	66	38	121	77
	210	95	CS	4	C~	8.0	14	723	1449	306	228	65	827	216	393	383	339	378	444	116	208	210	202	197	66	38	121	77
CBS COLLEGE FTBL GAME					A	7.4	17	669	1579	227	178	55^	540	156	279	270	251	231	852	274	509	505	394	286	90	14v	96	57^
SAT	9.00P	215	CBS	1	B	7.4	17	669	1579	227	178	55^	540	156	279	270	251	231	852	274	509	505	394	286	90	14v	96	57^
	212	99	SE	1	C	7.4	17	669	1579	227	178	55^	540	156	279	270	251	231	852	274	509	505	394	286	90	14v	96	57^
FLORIDA STATE VS MIAMI																												
9.00 - 9.30					A	6.1	13	551	1577	244	194	37^	616	156	285	290	282	290	772	222	409	414	333	310	69^	17v	121	60^
9.30 - 10.00					A	8.0	16	723	1599	228	173	39^	543	134	265	266	266	240	872	246	492	498	412	317	85	13v	99	60^
10.00 - 10.30					A	8.8	18	796	1681	226	181	54^	543	147	273	274	264	234	936	277	526	536	440	343	95	13v	107	64
10.30 - 11.00					A	8.3	18	750	1673	230	186	69	555	161	287	280	257	233	912	284	529	522	412	325	102	17^	105	63
11.00 - 11.30					A	7.6	17	687	1577	215	169	68	534	158	273	257	236	241	859	291	550	530	402	260	97	16v	87	52^
11.30 - 12.00					A	7.1	18	642	1539	225	171	69^	532	183	296	268	239	214	848	309	542	530	388	252	90	11v	69^	43^
12.00 - 12.30					A	5.9	17	533	1448	234	185	52^	490	165	293	270	225	179	771	296	522	511	372	190	96	14v	91	59^
12.30 - 1.00					A	5.1	16	461	1391	241	194	43^	496	168	297	279	225	185	715	292	494	464	334	169	85^	18v	96^	73^
CBS COLLEGE FTBL POST-SAT					A	4.4	14	398	1367	249	203	50^	518	172	310	292	238	196	661	271	459	404	298	168	91^	16v	97^	79^
SAT	12.35A	5	CBS	1	B	4.4	14	398	1367	249	203	50^	518	172	310	292	238	196	661	271	459	404	298	168	91^	16v	97^	79^
	211	99	SC	1	C	4.4	14	398	1367	249	203	50^	518	172	310	292	238	196	661	271	459	404	298	168	91^	16v	97^	79^
CBS FRIDAY MOVIE(R)					A	9.1	18	823	1625	245	192	50^	686	185	392	394	344	248	664	218	411	424	336	207	96	36^	178	114
FRI	9.00P	120	CBS	10	B~	8.9	18	805	1534	280	197	67	755	203	375	383	378	315	535	159	288	289	269	204	87	41	161	100
	204	94	FF	13	C~	9.2	19	832	1568	276	203	68	753	208	391	389	371	308	528	166	285	292	260	197	98	48	173	114
KUNG FU: THE MOVIE																												
9.00 - 9.30					A	8.7	17	786	1598	237	177	44^	695	169	371	380	347	280	631	201	386	390	308	207	96	39^	177	113
9.30 - 10.00					A	9.1	18	823	1656	249	193	46^	688	181	388	390	346	255	674	215	418	431	351	208	95	37^	199	130
10.00 - 10.30					A	9.2	18	832	1641	250	199	52^	638	195	410	403	349	232	671	223	421	439	348	201	98	35^	183	116
10.30 - 11.00					A	9.3	19	841	1621	248	199	56	682	194	403	405	337	232	684	236	423	441	339	214	98	35^	156	100
CBS SPECIAL MOVIE PRSNT(S)					A	12.6	22	1139	1559	215	156	38^	692	168	342	336	348	299	650	192	361	380	334	233	98	31^	118	80
THU	9.00P	120	CBS																									
	211	98	FF																									
	CONT'D																											

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PROGRAM NAME / DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
CBS SPECIAL MOVIE PRSNT(-CONT'D																												
TANK																												
9.00 - 9.30					A	10.3	18	931	1534	208	149	30^	694	152	318	321	345	321	619	157	308	338	322	255	84	25^	136	89
9.30 - 10.00					A	11.7	20	1058	1581	205	145	34^	705	170	344	342	351	302	652	191	358	377	332	239	94	26^	131	87
10.00 - 10.30					A	14.1	25	1275	1581	216	158	41	680	175	348	331	340	287	670	207	392	406	345	220	111	35^	120	80
10.30 - 11.00					A	14.3	26	1293	1536	228	168	44	692	172	351	346	354	292	651	202	372	387	333	225	99	34^	94	68
CBS SUMMER PLAYHOUSE					A	5.6	10	506	1645	326	261	79^	790	239	426	434	369	300	559	136	324	343	313	181	116	55^	180	105
TUE	8.00P	60	CBS	10	B~	6.0	11	542	1459	274	213	72	775	213	382	366	343	341	452	149	256	270	218	165	81	45	148	88
	200	95	FV	11	C~	6.1	12	551	1478	277	210	71	779	209	376	360	353	346	475	147	262	266	229	170	83	46	152	86
FURTHER ADVENTURES																												
8.00 - 8.30					A	5.6	10	506	1632	322	254	86^	798	239	421	431	357	311	556	136	319	331	308	189	101	46^	177	101
8.30 - 9.00					A	5.6	10	506	1658	331	267	73^	782	239	431	437	380	289	562	135	329	355	319	173	131	63^	184	109
CBS SUNDAY MOVIE(B)					A	13.3	25	1202	1644	276	193	40	794	142	352	371	415	384	670	136	301	344	363	298	60	31^	119	71
SUN	9.00P	120	CBS																									
	146	83	FF																									
HIGHER GROUND																												
9.00 - 9.30					A	12.7	24	1148	1573	274	189	41	797	138	350	368	415	393	636	113	268	309	341	306	50	31^	90	57
9.30 - 10.00					A	13.1	24	1184	1644	279	190	39^	805	144	357	376	426	389	666	138	297	336	358	302	58	30^	115	73
10.00 - 10.30					A	13.8	26	1248	1674	268	188	42	786	141	349	370	411	376	685	150	313	358	370	295	64	30^	138	80
10.30 - 11.00					A	13.6	26	1229	1679	285	206	39	789	146	353	369	408	378	688	143	322	368	379	291	69	31^	133	74
CBS TUESDAY MOVIE(R)					A	14.7	25	1329	1501	300	224	61	857	192	373	382	412	411	535	116	226	249	252	258	42	17^	68	35^
TUE	9.00P	120	CBS	7	B~	11.4	20	1031	1514	293	221	71	798	218	408	390	386	326	475	141	253	260	241	186	79	43	177	104
	214	99	FF	15	C~	11.7	20	1058	1541	308	228	77	813	228	431	425	404	318	495	143	268	272	242	181	83	43	156	88
BLOOD & ORCHIDS, PT. 2																												
9.00 - 9.30					A	13.0	22	1175	1516	309	235	50	860	191	371	378	409	412	521	113	221	240	239	248	58	26^	78	40
9.30 - 10.00					A	14.0	23	1266	1499	305	229	61	866	199	373	383	407	417	526	111	219	245	250	255	40	16^	68	33^
10.00 - 10.30					A	15.8	27	1428	1498	301	225	68	855	195	380	385	417	405	537	113	225	251	260	260	38	16^	68	36
10.30 - 11.00					A	16.2	30	1464	1475	283	208	62	839	182	364	375	409	404	544	124	234	256	253	262	34	12^	58	31^
CHEERS(R)					A	19.0	33	1718	1590	304	268	118	703	306	486	391	273	191	473	227	347	297	187	106	185	105	229	134
THU	9.00P	30	NBC	8	B~	17.3	32	1564	1593	322	277	108	711	315	496	414	281	178	502	246	377	317	201	103	169	92	213	135
	214	99	CS	47	C~	21.8	36	1971	1666	349	295	109	777	326	523	461	322	211	527	232	373	333	230	123	163	87	201	125
CHINA BEACH(R)					A	9.3	17	841	1434	327	274	59	708	256	462	423	321	206	462	178	335	305	222	102	115	59	148	102
WED	10.00P	60	ABC	2	B~	10.8	19	976	1550	338	284	77	737	299	503	444	320	187	545	217	397	373	266	111	130	56	133	89
	220	99	GD	8	C~	12.0	21	1085	1524	330	286	100	741	307	524	481	339	168	561	239	416	401	272	108	114	50	107	63
10.00 - 10.30					A	9.2	16	832	1436	333	280	58	709	265	467	418	320	201	463	177	342	310	226	98	110	62	154	107
10.30 - 11.00					A	9.4	18	850	1432	321	269	61	707	248	456	427	322	210	462	179	329	300	218	105	120	56	143	97
DESIGNING WOMEN(R)					A	14.8	25	1338	1465	325	259	74	795	263	450	417	335	292	416	148	223	216	174	160	102	63	153	102
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
DESIGNING WOMEN(R)-CONT'D																												
MON	9.30P	30	CBS	6	B~	11.3	20	1022	1527	343	281	85	796	293	487	440	344	273	480	185	294	272	212	150	97	61	147	93
	210	95	CS	6	C~	11.3	20	1022	1527	343	281	85	796	293	487	440	344	273	480	185	294	272	212	150	97	61	147	93
DISNEY SUNDAY MOVIE(R)					A	6.8	14	615	1624	247	201	84	698	242	427	366	300	229	487	181	339	332	240	114	144	67^	296	223
SUN	7.00P	60	ABC	10	B~	5.9	13	533	1702	241	186	74	648	210	355	343	301	240	586	196	358	351	288	176	116	48	315	205
	210	97	FF	44	C~	9.0	16	814	1946	272	227	99	700	267	473	430	327	192	592	236	426	404	295	126	183	90	469	299
NOT QUITE HUMAN, PT.1																												
7.00 - 7.30					A	6.3	14	570	1579	241	187	81^	697	225	402	350	302	254	486	170	323	308	236	135	127	61^	268	206
7.30 - 8.00					A	7.4	15	669	1641	250	210	86	689	253	443	375	295	206	480	188	348	348	240	95	156	72	315	236
DUET(R)					A	3.0	6	271	1515	334	307	119^	705	387	483	376	210	204	582	346	473	385	182	87^	89^	62^	140^	66^
SUN	10.00P	30	FOX	8	B~	3.3	6	298	1561	324	288	110	658	330	496	403	241	134	566	316	465	339	198	79	147	92	188	125
	122	84	CS	8	C~	3.3	6	298	1561	324	288	110	658	330	496	403	241	134	566	316	465	339	198	79	147	92	188	125
EQUALIZER(R)					A	10.2	18	922	1475	259	190	55	802	164	344	356	385	402	556	153	274	255	242	244	52	21^	65	39^
WED	9.00P	60	CBS	6	B~	9.9	18	895	1535	274	207	65	804	186	384	385	383	359	557	158	284	277	242	226	71	36	106	67
	205	95	PD	7	C~	10.1	19	913	1530	278	210	64	788	186	389	383	384	349	564	159	285	282	255	229	72	36	104	63
9.00 - 9.30					A	9.8	17	886	1485	254	188	59	812	164	341	353	385	416	549	149	260	243	235	251	56	23^	68	37^
9.30 - 10.00					A	10.6	18	958	1466	264	191	51	792	164	346	358	386	388	563	158	287	267	248	238	48^	19^	63	40^
FACTS OF LIFE(R)					A	9.9	22	895	1569	259	195	61	757	206	381	341	307	339	408	123	214	199	169	165	170	115	233	169
SAT	8.00P	30	NBC	10	B~	10.0	23	904	1571	276	212	75	785	248	419	352	309	328	392	134	224	196	166	144	163	108	225	158
	209	98	CS	46	C~	12.7	25	1148	1683	298	233	76	814	254	428	373	320	340	434	150	247	225	185	154	170	110	253	171
FAMILY TIES(R)					A	6.7	14	606	1622	272	213	65^	599	211	367	349	276	202	655	273	454	398	314	165	163	79	205	127
SUN	7.36P	30	NBC	10	B~	8.7	17	786	1658	317	273	85	701	311	489	392	274	167	505	244	382	315	210	92	177	108	263	176
	200	96	CS	50	C~	14.8	24	1338	1827	364	314	98	775	345	540	457	310	185	556	269	415	359	236	105	204	116	293	196
7.30 - 8.00					A	6.4	13	579	1586	263	204	56^	578	202	350	336	266	200	657	269	449	398	316	171	153	69^	198	122
8.00 - 8.30					A	8.1	17	732	1693	295	234	89	651	235	414	381	302	204	631	280	459	387	301	140	188	109	223	137
FIRST IMPRESSIONS					A	4.3	10	389	1553	302	230	66^	793	229	384	373	339	361	551	194	305	295	240	218	84^	49^	125	67^
SAT	8.00P	30	CBS	2	B~	4.7	10	425	1589	284	202	70	769	200	376	344	338	355	557	182	299	297	260	210	89	46^	190	102
	182	87	CS	2	C~	4.7	10	425	1589	284	202	70	769	200	376	344	338	355	557	182	299	297	260	210	89	46^	190	102
48 HOURS(R)					A	8.7	16	786	1454	243	166	62	758	172	341	356	373	348	550	139	265	277	263	242	77	38^	69	40^
THU	8.00P	60	CBS	8	B~	8.0	16	723	1513	267	192	57	749	178	352	361	357	339	584	158	312	321	294	230	66	31	107	63
	213	98	DN	21	C~	8.7	16	786	1510	266	189	59	760	168	339	359	366	351	601	150	301	315	306	246	66	26	102	58
48 HOURS ON RUNAWAY STREET																												
8.00 - 8.30					A	8.4	16	759	1444	244	165	64	760	170	327	336	371	364	530	141	249	246	239	247	74	36^	81	42^
8.30 - 9.00					A	9.0	16	814	1462	241	168	60	756	173	354	375	375	332	568	138	279	305	285	237	80	40^	58	38^
FRANK'S PLACE(R)					A	4.1	9	371	1621	348	284	81^	823	250	436	398	375	350	565	174	314	315	273	218	89^	48^	144	89^
SAT	8.30P	30	CBS	8	B~	4.9	11	443	1524	272	209	74	759	215	387	365	325	328	553	160	300	308	267	216	67	31	119	75
	180	89	CS	8	C~	4.9	11	443	1524	272	209	74	759	215	387	365	325	328	553	160	300	308	267	216	67	31	119	75

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29-SEP.4,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
FULL HOUSE(R)					A	10.1	21	913	1607	222	179	90	695	248	384	326	270	284	390	168	250	209	149	117	160	116	361	239
FRI	8.30P	30	ABC	10	B~	9.7	21	877	1593	262	204	84	724	248	412	357	289	273	405	157	257	225	166	117	157	97	316	217
	197	95	CS	27	C~	10.4	21	940	1634	270	218	92	745	257	428	383	301	279	404	161	258	237	176	120	159	99	320	213
FULL HOUSE-TUE.(R)					A	15.7	27	1419	1666	320	279	115	726	373	530	429	258	174	400	177	274	236	169	104	178	113	362	238
TUE	8.30P	30	ABC	7	B~	13.1	24	1184	1651	336	293	110	741	353	525	423	275	180	399	193	293	243	156	86	190	118	319	214
	216	98	CS	7	C~	13.1	24	1184	1651	336	293	110	741	353	525	423	275	180	399	193	293	243	156	86	190	118	319	214
FUNNY PEOPLE					A	7.8	15	705	1564	239	200	83	650	230	412	381	296	193	531	208	370	331	252	140	160	68	222	167
WED	8.00P	60	NBC	5	B~	8.8	16	796	1610	268	228	88	716	252	446	407	314	225	552	224	378	356	262	131	150	66	198	143
	204	93	CV	5	C~	8.8	16	796	1610	268	228	88	716	252	446	407	314	225	552	224	378	356	262	131	150	66	198	143
8.00 - 8.30					A	7.4	14	669	1544	239	200	79	659	230	404	377	289	206	528	207	368	320	247	145	155	65^	203	149
8.30 - 9.00					A	8.2	15	741	1581	238	201	86	643	230	418	386	303	181	533	209	373	341	256	136	166	70	240	182
GARRY SHANDLING SHOW(R)					A	3.7	7	334	1629	335	306	99^	679	360	505	349	244	156	589	357	507	386	210	54^	163	74^	199	125^
SUN	9.00P	30	FOX	9	B~	4.5	8	407	1660	316	284	106	643	326	480	359	239	154	602	356	512	373	213	73	166	79	241	173
	126	84	CS	26	C~	4.4	8	398	1697	293	258	96	634	325	476	368	223	136	595	339	494	368	218	80	190	93	247	171
GOLDEN GIRLS(R)					A	17.0	34	1537	1609	303	228	69	850	222	405	386	338	401	464	148	250	237	211	182	118	77	178	132
SAT	9.00P	30	NBC	10	B~	16.0	33	1446	1593	295	217	70	840	225	405	368	354	392	420	123	212	206	188	180	120	75	201	144
	211	98	CS	50	C~	19.8	36	1790	1691	315	231	70	877	233	417	394	373	407	462	135	236	226	209	194	131	83	209	147
GROWING PAINS(R)					A	12.9	25	1166	1596	296	250	109	691	314	466	376	255	199	411	206	306	256	161	76	203	120	291	195
WED	8.00P	30	ABC	10	B~	12.3	24	1112	1570	300	256	97	706	324	479	390	262	189	418	209	302	250	156	88	174	106	277	188
	221	99	CS	26	C~	14.3	26	1293	1639	308	261	100	715	323	485	404	271	185	431	216	318	270	171	89	205	117	287	190
HALF AND HALF(S)					A	6.5	12	588	1464	280	200	52^	803	143	321	336	397	439	474	114	233	248	250	195	42^	17v	145	105
THU	8.00P	60	ABC																									
	203	97	GD																									
8.00 - 8.30					A	6.6	13	597	1453	260	183	51^	800	147	311	324	390	444	461	104	215	234	241	199	38^	17v	154	111
8.30 - 9.00					A	6.4	12	579	1475	301	217	52^	806	138	332	348	403	433	487	124	251	262	259	191	47^	17v	135	99
HEAD OF THE CLASS(R)					A	13.1	24	1184	1631	292	244	118	658	305	459	378	248	171	423	211	325	282	176	72	210	123	340	236
WED	8.30P	30	ABC	9	B~	12.2	23	1103	1604	317	273	102	695	326	488	398	261	173	429	217	325	270	164	85	180	110	292	200
	219	99	CS	44	C~	15.2	25	1374	1677	322	274	107	714	329	495	422	277	180	461	228	345	298	186	90	209	115	291	192
HOOPERMAN(R)					A	11.2	20	1012	1549	306	253	99	709	280	460	398	297	219	441	184	317	286	209	94	136	74	264	185
WED	9.00P	30	ABC	7	B~	10.3	19	931	1575	324	266	105	742	314	483	415	295	211	454	203	317	282	195	107	137	78	237	155
	213	99	OP	39	C~	13.6	23	1229	1628	321	263	102	745	296	481	437	327	218	515	214	353	321	237	128	154	82	208	134
HUNTER(R)					A	14.1	29	1275	1632	296	214	64	799	205	393	369	363	365	560	155	272	270	285	235	122	66	151	100
SAT	10.00P	60	NBC	10	B~	14.5	31	1311	1598	285	212	73	784	207	393	374	371	341	541	144	274	274	270	221	121	65	158	109
	209	99	OP	26	C~	14.5	29	1311	1634	295	219	71	791	215	415	390	384	328	541	149	282	278	276	214	135	75	166	115
10.00 - 10.30					A	14.0	29	1266	1645	291	214	63	806	209	393	371	355	374	562	154	271	269	283	237	123	70	154	104
10.30 - 11.00					A	14.2	30	1284	1620	300	214	66	792	202	394	366	370	356	559	156	273	271	287	233	121	62	148	97
IN THE HEAT OF THE NIGHT(R) CONT'D					A	12.4	21	1121	1523	265	208	67	745	184	391	384	377	305	564	173	321	308	289	200	96	47	118	79

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AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
IN THE HEAT OF THE NIGHT-CONT'D																												
TUE	9.00P	60	NBC	4	B~	12.6	22	1139	1553	279	200	57	779	170	390	394	416	335	571	151	305	306	308	222	86	41	111	67
	204	99	OP	10	C~	14.8	25	1338	1601	274	193	57	803	165	380	398	433	355	612	141	298	306	336	259	83	37	97	60
	9.00 - 9.30				A	12.2	21	1103	1495	259	201	64	741	174	378	375	376	314	551	159	303	291	286	208	92	44	112	71
	9.30 - 10.00				A	12.7	21	1148	1536	268	214	69	742	192	400	390	374	294	573	186	336	321	291	191	99	50	123	86
JAKE AND THE FATMAN(R)					A	10.5	20	949	1524	269	199	49	867	168	336	339	378	487	508	86	174	180	230	290	45^	23^	105	58
WED	8.00P	60	CBS	9	B~	9.5	19	859	1518	272	192	57	848	154	345	353	399	444	521	106	215	218	243	265	51	22	102	60
	196	91	OP	12	C~	9.7	19	877	1513	271	196	54	831	155	344	357	395	432	511	104	211	225	247	262	57	25	100	61
	8.00 - 8.30				A	10.1	19	913	1526	258	196	44^	859	169	330	330	367	489	502	80	174	180	229	286	56	30^	109	63
	8.30 - 9.00				A	10.9	20	985	1522	278	202	53	874	167	342	348	388	485	513	92	175	180	230	293	34^	17^	101	53
KATE & ALLIE(R)					A	13.8	23	1248	1472	303	232	61	779	229	400	391	337	319	400	134	208	204	170	161	113	73	180	121
MON	9.00P	30	CBS	2	B~	12.5	21	1130	1504	317	249	69	794	256	445	411	348	297	404	134	225	224	181	145	113	75	183	117
	210	95	CS	2	C~	12.5	21	1130	1504	317	249	69	794	256	445	411	348	297	404	134	225	224	181	145	113	75	183	117
L.A. LAW(R)					A	15.3	28	1383	1484	309	251	104	719	270	454	416	316	225	520	229	366	337	223	128	133	72	111	60
THU	10.00P	60	NBC	7	B~	15.1	29	1365	1518	333	269	89	746	281	473	428	335	229	532	225	360	322	228	140	114	61	121	74
	216	99	GD	40	C~	17.3	30	1564	1548	337	273	100	770	287	499	464	360	224	573	226	385	359	267	154	101	55	94	53
10.00 - 10.30					A	15.2	27	1374	1486	306	247	107	722	272	454	409	317	231	506	219	351	317	218	131	141	74	118	62
10.30 - 11.00					A	15.4	28	1392	1481	312	254	101	716	269	454	423	315	220	534	239	381	357	227	125	125	70	105	58
LIFE ON THE FLIPSIDE(S)					A	10.9	19	985	1659	273	243	106	687	293	491	434	304	155	404	220	345	308	164	40^	206	115	362	210
MON	8.30P	30	NBC																									
	205	98	CS																									
MACGYVER(R)					A	7.6	15	687	1651	218	180	54^	620	216	387	353	292	189	593	200	393	388	319	157	170	80	269	193
SUN	8.00P	60	ABC	10	B~	6.9	13	624	1717	252	212	61	644	223	408	360	298	205	636	221	417	397	328	174	147	63	298	199
	202	93	A	14	C~	7.0	14	633	1766	267	219	66	664	231	421	380	314	211	654	234	439	415	342	172	145	60	288	189
	8.00 - 8.30				A	6.9	14	624	1612	211	171	43^	610	211	373	339	283	196	561	188	365	366	298	155	168	80	273	193
	8.30 - 9.00				A	8.4	16	759	1664	221	186	62	621	218	395	361	295	182	612	207	412	402	333	157	169	79	262	190
MAGNUM, P.I.(R)					A	11.9	22	1076	1425	315	221	90	773	222	409	409	364	306	480	156	264	253	216	179	66	37^	106	70
MON	10.00P	60	CBS	7	B~	10.1	18	913	1504	308	232	78	767	246	428	412	361	293	527	184	317	293	237	175	85	40	127	86
	212	98	PD	7	C~	10.1	18	913	1504	308	232	78	767	246	428	412	361	293	527	184	317	293	237	175	85	40	127	86
	10.00 - 10.30				A	11.8	21	1067	1407	318	224	91	773	227	405	397	354	311	463	148	252	239	206	179	61	34^	110	74
	10.30 - 11.00				A	12.0	23	1085	1443	312	219	89	773	217	413	421	375	302	496	163	277	266	225	179	70	39^	103	66
MARRIED...WITH CHILDREN(R)					A	5.9	11	533	1764	337	295	95	710	333	531	417	319	147	634	315	510	410	301	87^	199	95	221	133
SUN	8.30P	30	FOX	9	B~	6.3	12	570	1758	346	308	110	689	358	530	413	260	125	667	373	558	435	263	82	161	77	234	138
	127	85	CS	45	C~	5.1	8	461	1868	340	301	111	689	368	539	419	257	124	696	394	577	460	265	79	203	93	273	175
MATLOCK(R)					A	14.5	26	1311	1523	260	197	42	854	129	332	354	414	463	523	78	199	211	266	282	73	36	72	41
TUE	8.00P	60	NBC	8	B~	12.1	23	1094	1532	254	181	54	854	146	335	344	402	455	517	102	211	208	241	269	67	33	102	60
	210	99	GD	44	C~	15.7	26	1419	1607	261	175	50	882	132	321	353	438	487	571	97	220	231	286	308	64	33	91	54
	CONT'D																											

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
MATLOCK(R)-CONT'D																												
	8.00 - 8.30				A	13.7	26	1238	1528	255	192	45	861	126	324	349	415	477	514	74	192	205	258	281	77	39	76	46
	8.30 - 9.00				A	15.2	27	1374	1528	265	202	40	854	133	341	360	415	454	534	82	207	219	275	284	70	33^	69	36
MIAMI VICE(R)					A	8.3	17	750	1569	285	221	72	728	221	436	418	353	248	567	232	385	371	265	147	105	47^	170	97
FRI	10.00P	60	NBC	7	B~	9.2	19	832	1624	281	230	75	708	237	455	421	341	209	599	239	410	383	294	148	129	54	177	117
	207	97	OP	20	C~	10.9	21	985	1630	286	241	87	692	259	474	429	335	179	609	250	428	385	292	145	141	63	174	115
	10.00 - 10.30				A	8.2	16	741	1595	284	223	65	740	220	438	420	356	260	568	225	380	369	268	153	104	45^	182	108
	10.30 - 11.00				A	8.3	17	750	1563	289	222	79	725	224	440	421	354	238	572	242	395	377	265	143	106	50^	160	88
MR. BELVEDERE(R)					A	10.8	22	976	1576	256	197	87	694	243	390	332	289	279	393	173	242	206	146	127	172	115	317	211
FRI	9.00P	30	ABC	10	B~	10.0	21	904	1597	263	208	91	734	252	406	347	295	290	411	156	256	229	179	127	154	94	294	203
	190	94	CS	25	C~	10.4	20	940	1634	270	214	94	735	246	415	372	306	285	413	158	258	237	189	129	163	101	320	217
MOONLIGHTING(R)					A	10.0	17	904	1551	313	272	115	688	378	527	439	241	137	390	210	300	240	141	75	190	115	282	174
TUE	9.00P	60	ABC	7	B~	9.7	17	877	1566	330	279	115	703	364	520	423	260	146	433	242	336	265	153	75	175	107	248	155
	221	99	PD	37	C~	15.1	24	1365	1637	365	324	126	753	393	581	486	279	140	470	264	386	322	173	66	195	112	208	133
	9.00 - 9.30				A	10.1	17	913	1598	318	280	119	700	397	542	445	232	137	387	206	291	229	137	80	194	117	317	199
	9.30 - 10.00				A	9.9	16	895	1504	309	263	112	676	358	511	433	250	136	394	213	309	252	145	71	187	113	247	147
MURDER, SHE WROTE(R)					A	14.1	28	1275	1539	249	155	33^	859	115	284	287	392	529	571	75	184	203	262	348	35^	24^	75	52
SUN	8.00P	60	CBS	10	B~	14.8	29	1338	1531	286	173	34	866	117	292	320	430	502	562	83	190	212	265	321	42	23	60	40
	196	94	SM	50	C~	18.2	30	1645	1585	311	195	39	886	128	320	359	450	495	585	92	218	240	299	318	48	24	66	41
	8.00 - 8.30				A	13.6	27	1229	1531	233	142	33^	865	112	271	274	380	550	578	79	185	200	256	356	27^	20^	61	41
	8.30 - 9.00				A	14.6	28	1320	1546	264	167	32^	852	117	297	299	403	510	564	72	183	206	268	340	42	27^	88	62
MY TWO DADS(R)					A	7.6	15	687	1703	307	260	90	691	259	446	396	299	203	553	280	422	341	231	111	208	117	251	169
SUN	8.06P	30	NBC	8	B~	8.6	17	777	1647	321	276	84	709	297	495	416	294	168	467	234	357	306	193	88	195	113	288	205
	198	97	CS	12	C~	8.9	17	805	1649	315	275	87	708	308	500	409	289	177	472	239	359	302	186	93	198	117	270	192
	8.00 - 8.30				A	7.5	15	678	1710	305	259	89	688	256	443	394	298	204	559	286	430	345	232	109	210	117	254	167
	8.30 - 9.00				A	8.1	16	732	1655	310	264	93	694	268	450	395	297	199	524	253	386	323	223	118	199	114	238	173
NBC MONDAY NIGHT MOVIES					A	10.9	19	985	1628	260	224	90	671	277	474	433	305	153	603	261	454	421	289	109	156	74	198	125
MON	9.00P	120	NBC	8	B~	14.1	25	1275	1589	312	254	86	799	275	483	438	381	252	497	185	327	301	244	142	131	74	148	92
	207	98	FF	42	C~	15.8	26	1428	1614	327	261	84	831	266	493	457	400	273	515	177	320	301	256	155	138	75	147	93
FANDANGO																												
	9.00 - 9.30				A	11.2	19	1012	1630	266	227	99	690	285	476	431	303	167	565	248	425	401	271	98	153	72	222	131
	9.30 - 10.00				A	11.1	18	1003	1614	261	224	85	655	275	462	421	296	149	592	261	447	420	283	103	150	70	218	146
	10.00 - 10.30				A	11.2	20	1012	1641	260	227	87	653	274	468	428	301	142	629	273	477	435	301	113	164	79	195	120
	10.30 - 11.00				A	10.1	19	913	1626	252	219	88	688	275	489	452	324	154	628	263	470	430	304	122	157	75	153	100
NBC MOVIE OF THE WEEK-WED(R)					A	13.1	23	1184	1566	252	203	86	680	230	426	398	339	204	640	219	394	391	322	197	108	53	137	93
WED	9.00P	120	NBC	2	B~	12.4	22	1121	1558	291	230	80	767	242	454	415	381	257	543	192	320	316	264	180	114	61	128	85
	205	99	FF	2	C~	12.4	22	1121	1558	291	230	80	767	242	454	415	381	257	543	192	320	316	264	180	114	61	128	85
	CONT'D																											

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EVENING CONT'D																												
NBC MOVIE OF THE WEEK-WE-CONT'D																												
DESPERADO																												
	9.00 - 9.30				A	11.8	21	1067	1549	252	205	84	642	231	416	379	302	182	610	214	376	359	299	187	121	54	176	124
	9.30 - 10.00				A	13.4	23	1211	1561	252	203	83	667	223	414	391	331	203	628	211	387	387	322	190	113	53	153	104
	10.00 - 10.30				A	13.4	24	1211	1577	254	201	86	698	233	428	406	353	215	653	224	398	400	329	207	99	50	126	83
	10.30 - 11.00				A	13.8	26	1248	1572	251	204	88	708	233	443	412	366	214	664	226	412	412	336	205	99	54	100	66
NBC SUNDAY NIGHT MOVIE					A	8.0	16	723	1678	284	222	87	706	278	449	386	318	213	634	232	423	407	313	169	137	55^	201	162
SUN	9.36P	120	NBC	10	B~	12.5	23	1130	1689	299	240	78	711	253	456	416	340	212	658	250	455	420	331	162	144	65	177	128
	167	87	FF	45	C~	15.5	26	1401	1728	333	269	85	780	284	494	451	365	234	633	252	433	397	301	160	156	79	150	100
THE MAN WHO WASN'T THERE																												
	9.30 - 10.00				A	7.6	14	687	1737	285	223	90	729	274	463	404	335	222	655	247	448	425	330	170	141	57^	213	166
	10.00 - 10.30				A	7.8	15	705	1681	278	220	89	697	287	452	369	307	206	648	252	449	422	319	160	126	51^	211	171
	10.30 - 11.00				A	7.9	15	714	1680	292	232	98	707	298	465	397	304	199	622	235	421	416	297	156	139	60^	213	171
	11.00 - 11.30				A	8.6	18	777	1654	283	217	77	705	264	430	381	325	225	623	205	388	381	309	190	147	57^	180	148
	11.30 - 12.00				A	7.8	18	705	1615	290	219	79	698	239	423	394	343	214	629	213	411	374	321	180	120	41^	169	137
NEWHART(R)					A	10.7	19	967	1438	315	226	77	789	229	411	396	339	326	488	133	246	259	227	204	47^	27^	114	83
MON	8.00P	30	CBS	4	B~	8.8	16	796	1434	314	237	75	798	239	409	374	330	344	478	131	247	248	223	195	55	30	110	70
	206	94	CS	4	C~	8.8	16	796	1434	314	237	75	798	239	409	374	330	344	478	131	247	248	223	195	55	30	110	70
NIGHT COURT(R)					A	18.2	31	1645	1559	315	276	117	703	297	490	408	288	191	505	223	363	329	216	113	170	86	181	107
THU	9.30P	30	NBC	7	B~	17.4	31	1573	1584	322	277	111	713	313	500	425	290	177	521	244	390	337	218	107	164	86	189	123
	212	99	CS	15	C~	18.2	32	1645	1585	325	279	111	727	314	504	441	298	183	524	237	380	335	220	113	158	84	179	115
PERFECT STRANGERS(R)					A	8.4	18	759	1556	232	190	87	742	227	381	324	305	329	413	160	229	189	148	157	122	83	279	190
FRI	8.00P	30	ABC	10	B~	8.9	20	805	1562	265	201	77	755	232	397	344	315	304	441	159	252	232	186	140	136	80	244	169
	200	96	CS	27	C~	9.8	20	886	1629	272	213	86	770	245	414	377	320	312	448	163	261	240	196	144	133	79	265	172
PRESIDENTIAL PORTRAIT					A	12.7	21	1148	1534	258	187	53	802	187	362	369	386	372	577	143	282	301	287	245	61	17^	95	55
TUE	9.55P	1	CBS	23	B~	9.9	17	895	1535	288	218	74	783	224	410	391	364	321	491	158	271	271	229	181	91	49	164	106
	213	99	DO	117	C~	12.2	20	1103	1562	314	237	74	813	234	429	417	387	328	536	171	304	293	261	197	92	44	124	77
THU	9.52P	1																										
REPORTERS					A	3.6	8	325	1528	280	220	67^	671	212	366	342	292	258	684	262	399	419	334	206	47^	10v	126^	74^
SAT	8.00P	60	FOX	5	B~	3.3	7	298	1483	283	222	75	658	205	377	350	340	248	651	260	426	407	317	157	73	26^	129	76
	121	85	DN	5	C~	3.3	7	298	1483	283	222	75	658	205	377	350	340	248	651	260	426	407	317	157	73	26^	129	76
	8.00 - 8.30				A	3.8	8	344	1510	277	223	65^	647	214	366	336	286	236	663	241	386	401	338	199	71^	18v	129^	82^
	8.30 - 9.00				A	3.4	7	307	1547	282	217	68^	698	209	366	349	297	284	706	286	412	438	330	214	19v	<<	124^	66^
SECOND START(S)					A	8.9	18	805	1530	259	198	98	753	247	415	345	313	321	357	132	209	178	152	130	141	87	278	196
FRI	9.30P	30	ABC																									
	193	94	CS																									
60 MINUTES					A	13.6	29	1229	1522	228	158	38	797	113	271	268	334	487	656	105	246	285	301	347	33^	19^	37^	25^
CONT'D																												

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EVENING CONT'D																												
60 MINUTES-CONT'D																												
SUN	7.00P	60	CBS	10	B~	15.1	33	1365	1484	251	169	38	766	132	277	295	344	434	650	128	271	300	312	321	29	13	46	29
	210	99	DN	51	C~	18.7	34	1690	1529	278	188	41	768	141	294	315	353	414	685	153	311	329	331	319	36	15	50	28
7.00 - 7.30					A	12.0	26	1085	1511	222	153	39^	800	121	268	261	320	495	639	102	231	273	290	344	33^	20^	39^	27^
7.30 - 8.00					A	15.3	32	1383	1521	232	161	37	789	105	272	272	342	478	665	106	256	293	315	347	33^	19^	35	23^
SLAP MAXWELL(R)					A	8.6	15	777	1460	322	262	74	700	246	442	377	317	228	469	205	340	290	217	100	114	65	178	111
WED	9.30P	30	ABC	7	B~	7.9	14	714	1499	310	250	95	746	285	456	409	326	235	461	203	316	293	199	119	114	62	177	107
	211	99	CS	10	C~	8.2	15	741	1445	304	245	94	718	280	455	409	314	223	467	204	328	293	207	118	110	59	165	100
SPENSER: FOR HIRE(R)					A	7.2	15	651	1560	283	225	57^	804	197	417	401	422	343	567	144	306	305	282	227	70^	32^	119	90
SAT	10.00P	60	ABC	3	B~	6.8	14	615	1553	288	231	70	775	216	414	408	378	310	563	170	320	296	276	208	81	45	120	84
	201	97	PD	3	C~	6.8	14	615	1553	288	231	70	775	216	414	408	378	310	563	170	320	296	276	208	81	45	120	84
10.00 - 10.30					A	7.0	14	633	1560	266	211	56^	795	198	408	392	410	342	570	139	304	305	289	229	68^	29^	127	96
10.30 - 11.00					A	7.5	16	678	1538	296	235	56^	801	193	421	404	427	340	557	146	303	302	272	221	70	33^	110	82
SPORTSBREAK-SAT					A	4.4	9	398	1700	318	266	66^	820	249	426	398	363	342	639	209	345	362	293	238	83^	38^	159	93^
SAT	8.58P	1	CBS	10	B~	5.8	12	524	1598	276	214	89	713	220	384	359	314	277	644	238	408	414	301	195	83	30	160	98
	199	93	SN	50	C~	7.8	15	705	1684	297	230	78	768	226	411	407	354	295	659	220	402	401	324	211	107	42	149	94
SPORTSBREAK-SUN(B)					A	13.3	25	1202	1644	272	186	37^	791	135	342	360	421	391	671	134	303	347	368	299	64	31^	119	74
SUN	9.57P	1	CBS																									
	146	82	SN																									
SUMMER SHOWCASE					A	8.4	15	759	1493	282	223	64	723	198	413	405	368	265	594	206	374	366	332	168	98	51^	78	54^
TUE	10.00P	60	NBC	6	B~	9.0	16	814	1488	282	207	65	735	184	386	392	385	294	581	182	341	335	315	201	86	41	86	53
	200	99	DN	6	C~	9.0	16	814	1488	282	207	65	735	184	386	392	385	294	581	182	341	335	315	201	86	41	86	53
10.00 - 10.30					A	8.8	15	796	1503	287	224	68	716	198	408	398	359	261	592	213	378	367	328	160	100	55^	96	66
10.30 - 11.00					A	8.0	15	723	1482	277	221	59^	731	197	419	413	378	268	597	197	370	364	337	178	96	46^	58^	41^
SUZI'S STORY(S)					A	1.9	4	172	1358	322	218^	75^	734	167^	324	374	388	331	480	208^	286	285	160^	162^	42v	27v	102^	62v
SAT	9.00P	60	FOX																									
	117	82	DO																									
9.00 - 9.30					A	1.9	4	172	1339	322	211^	70^	705	148^	306	358	373	327	507	205^	287	302	189^	176^	49v	27v	79^	41v
9.30 - 10.00					A	2.0	4	181	1308	307	214^	76^	724	177^	324	370	383	319	431	200^	271	255^	125^	141^	34v	26v	118^	79^
TRACEY ULLMAN SHOW(R)					A	3.5	7	316	1596	341	320	108^	705	352	521	404	268	172	521	303	450	368	192	54^	180	104^	190	120^
SUN	9.30P	30	FOX	B	B~	4.2	7	380	1594	307	287	113	664	331	499	371	234	150	556	337	487	359	197	56	194	98	221	152
	127	84	CS	B	C~	4.2	7	380	1594	307	287	113	664	331	499	371	234	150	556	337	487	359	197	56	194	98	221	152
20/20					A	12.1	24	1094	1499	264	194	69	801	193	377	375	385	370	519	127	266	269	273	212	84	44	96	68
FRI	10.00P	60	ABC	10	B~	11.9	24	1076	1515	277	203	76	799	205	396	403	389	347	526	141	285	291	271	198	78	45	120	84
	210	99	DN	48	C~	12.3	23	1112	1570	293	217	81	798	217	415	427	399	317	577	164	328	341	298	195	81	41	110	72
10.00 - 10.30					A	11.9	24	1076	1488	258	191	78	789	193	366	355	361	377	494	122	252	246	254	206	98	53	108	77
10.30 - 11.00					A	12.3	25	1112	1511	270	197	60	812	194	388	394	409	363	544	132	279	291	291	218	71	35^	84	59

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME #STNS	DUR CVG%	NET TYPE	NO OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
21 JUMP STREET(R)					A	4.4	9	398	1606	336	301	74^	731	313	544	416	329	156	488	247	375	277	199	90^	185	79^	203	114^
SUN	7.00P	60	FOX	10	B~	5.1	11	461	1616	332	294	81	709	324	539	408	312	130	531	300	426	307	214	83	186	100	182	112
	132	86	OP	51	C~	5.4	10	488	1717	354	305	86	689	334	533	417	303	122	536	304	438	321	210	74	241	132	230	148
7.00 - 7.30					A	3.8	8	344	1625	345	314	87^	747	324	556	434	330	157	465	248	359	252	178	86^	187	79^	226	124^
7.30 - 8.00					A	5.0	10	452	1592	329	291	64^	718	305	534	401	328	155	506	247	388	296	215	92^	183	79^	185	107
227(R)					A	12.3	26	1112	1548	274	208	63	790	216	401	357	327	353	397	120	199	193	175	165	160	104	201	146
SAT	8.30P	30	NBC	8	B~	11.8	26	1067	1549	283	217	80	806	248	416	362	321	344	388	123	206	190	166	148	147	99	213	151
	211	98	CS	43	C~	14.7	28	1329	1682	309	239	76	844	256	432	385	340	366	439	150	248	228	187	162	157	101	242	166
WHO'S THE BOSS?(R)					A	14.9	28	1347	1607	318	279	104	729	353	510	423	265	189	416	193	276	237	157	115	163	107	299	184
TUE	8.00P	30	ABC	9	B~	13.2	26	1193	1619	320	277	102	736	327	501	403	283	203	446	212	310	258	175	107	172	110	273	173
	218	99	CS	45	C~	18.5	31	1672	1712	339	287	100	754	329	506	428	293	206	455	209	322	281	193	104	205	116	293	196
WISEGUY(R)					A	10.6	19	958	1431	275	200	56	721	186	352	344	351	312	606	198	319	288	277	239	50	25^	54	30^
WED	10.00P	60	CBS	8	B~	10.6	20	958	1555	285	217	74	760	230	426	409	366	279	582	211	350	338	275	187	96	42	121	78
	210	97	OP	10	C~	11.1	21	1003	1554	281	214	74	763	234	431	406	362	281	598	208	352	342	287	193	91	39	119	78
10.00 - 10.30					A	10.3	18	931	1436	277	204	55	733	189	355	350	352	319	600	193	310	286	276	238	51	26^	53	30^
10.30 - 11.00					A	10.9	20	985	1426	272	197	57	710	183	349	339	350	305	611	203	327	290	278	239	50	25^	55	30^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	CHILDREN TOT. 2-5	CHILDREN MALE 6-11	CHILDREN FEM. 6-11
EARLY EVENING NEWS																												
ABC WORLD NEWS TONIGHT					A	9.4	20	850	218	157	762	145	298	327	355	394	565	123	253	272	266	264	20^	16^	17^	25	21^	22
MON-FRI	6.30P	30	ABC	50	B~	8.8	19	796	228	162	763	141	290	322	351	408	563	123	240	260	262	268	24	21	21	27	19	19
	218	99	N	243	C~	10.2	20	922	231	165	770	144	302	323	367	408	559	124	245	269	269	259	25	24	22	34	21	20
ABC WRLD NEWS TONIGHT-SAT					A	5.5	14	497	204	138	688	100	198	214	271	438	636	130	286	299	327	301	21v	37^	18v	15v	<<	2v
SAT	6.30P	30	ABC	10	B~	5.1	13	461	192	122	689	96	218	249	303	414	605	131	251	274	299	305	31	23^	25^	19^	21^	26^
	189	93	N	38	C~	6.4	15	579	209	137	727	112	245	262	329	423	613	134	260	288	306	291	30	24	25	32	25	23
ABC WRLD NEWS TONIGHT-SUN					A	8.1	19	732	192	130	741	101	229	224	324	478	617	115	225	247	285	338	14v	25^	14v	5v	16v	17^
SUN	6.30P	30	ABC	10	B~	5.6	14	506	199	137	701	121	245	268	317	405	651	140	274	309	311	303	22^	27	23^	23^	25^	28
	172	89	N	45	C~	6.1	13	551	226	162	728	136	279	294	337	408	628	147	294	312	314	286	35	28	31	31	29	29
CBS EVENING NEWS-RATHER					A	9.8	21	882	233	161	754	124	279	292	341	428	566	101	223	235	274	305	20^	16^	17^	26	18^	20^
MON-FRI	6.30P	30	CBS	50	B~	9.1	20	823	225	149	749	136	281	286	329	419	565	102	225	233	273	298	21	20	20	37	18	22
	215	99	N	249	C~	10.6	21	958	223	141	760	124	266	289	331	434	582	98	223	232	280	320	24	20	21	33	20	21
CBS SAT. NEWS-SCHIEFFER					A	4.5	11	407	203	103^	704	113^	225	280	291	397	565	127	221	232	251	307	17v	27v	17v	27v	9v	15v
SAT	6.30P	30	CBS	10	B~	5.0	13	452	178	117	723	98	209	231	290	454	635	112	218	246	288	382	18^	15^	17^	29^	19^	13^
	159	87	N	44	C~	6.1	14	551	190	120	711	105	215	237	284	444	643	122	241	247	286	347	24	18	21	29	21	15^
NBC NIGHTLY NEWS					A	8.8	19	797	199	140	750	126	272	283	336	427	566	137	254	267	248	264	29	21^	18^	25	13^	17^
MON FRI	6.30P	30	NBC	50	B~	8.5	19	768	199	133	754	128	262	292	330	426	561	127	241	250	256	274	29	28	26	28	16	20
	208	99	N	244	C~	9.6	19	868	209	141	775	125	273	301	341	443	574	128	247	256	263	285	27	32	27	30	18	21
NBC NIGHTLY NEWS-SAT.					A	7.2	18	651	155	105	711	80	211	233	293	460	630	93	236	259	285	354	27^	16v	16v	10v	26^	23^
SAT	6.30P	30	NBC	9	B~	6.1	16	551	168	114	695	105	215	237	261	444	659	140	283	275	293	340	24^	14^	21^	23^	25	18^
	185	94	N	41	C~	7.3	16	660	177	115	750	108	215	245	282	475	627	128	245	253	263	336	26	21	26	30	21	20

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME	#STNS	DUR	CVG%	NET	TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	18-49	25-54	WOMEN 15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	MEN 15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	TEENS MALE 12-17	FEM. 12-17
LATE FRINGE																															
ABC NEWS:NIGHTLINE								A	4.9	15	446	1330	216	171	162	81	683	194	328	310	359	309	57	542	158	297	282	333	307	21^	22^
MW-F	11.30P	30		ABC		36		B~	4.8	14	434	1341	241	168	183	70	689	180	327	311	358	325	62	565	163	307	279	334	314	28	23
		214	98	N		191		C~	5.3	16	479	1409	260	186	198	67	721	177	358	338	399	360	63	582	176	326	297	363	338	25	22
TUE	11.30P	31																													
11.30 - 12.00								A	4.9	15	447	1332	217	171	163	81	684	194	329	310	359	309	57	543	158	297	282	333	308	21^	22^
12.00 - 12.30								A	3.6	13	325	1321	237	180	169	122^	696	238	419	400	431	357	66^	521	155	314	305	371	343	29v	29v
ABC WEEKEND REPORT-SAT.								A	1.9	6	172	1368	238^	192^	178^	85^	731	220^	363	348	381	311	59v	532	217^	372	357	399	358	<<	15v
SAT	11.30P	15		ABC		10		B~	1.7	5	154	1363	288	194	219	81^	669	221	347	351	428	374	70^	550	219	376	343	378	362	26^	32^
		141	75	N		49		C~	2.0	6	181	1416	289	219	237	79	672	188	360	358	430	375	69	514	186	320	320	385	335	22^	38^
ABC WEEKEND REPORT-SUN.								A	1.7	7	154	1351	143^	106^	100^	81^	503	201^	295^	295^	320	268^	97^	574	247^	434	376	402	381	64v	66v
SUN	11.58P	15		ABC		10		B~	2.0	9	181	1416	223	183	186	88	672	244	393	388	430	375	79	561	224	384	379	417	363	22^	38^
		110	65	N		49		C~	2.1	9	190	1349	254	209	225	66	689	197	374	370	441	385	75	578	213	396	361	428	399	32^	31^
11.30 - 12.00								A	1.8	7	163	1433	149^	106^	100^	96^	528	204^	285^	285^	331	266^	115^	625	274^	471	421	455	418	77^	75^
12.00 - 12.30								A	1.6	6	145	1409	149^	112^	105^	83^	526	211^	312^	312^	335	283^	99^	596	256^	450	388	414	394	65v	67v
CBS LATE NIGHT I								A	2.5	12	225	1342	294	229	211	108	693	222	404	373	429	373	82^	547	217	372	352	400	360	33^	35^
MON&THU	12.00M	69		CBS		50		B~	3.3	13	298	1405	310	233	246	95	689	216	397	380	441	403	102	538	215	349	335	370	322	47	39
		170	82	FF		217		C~	3.6	14	325	1359	284	223	225	82	718	209	400	381	441	401	82	519	186	338	308	357	311	34	30
TUE	12.00M	61																													
WED	12.00M	76																													
FRI	12.00M	66																													
12.00 - 12.30								A	2.5	10	230	1357	298	228	207	107	701	230	403	371	422	364	76^	549	212	369	351	394	356	29^	32^
12.30 - 1.00								A	2.4	12	217	1338	295	230	217	106	696	216	405	375	436	383	84^	547	216	370	350	403	359	35^	37^
1.00 - 1.30								A	2.5	15	227	1372	293	235	220	120	693	230	429	396	450	392	98	572	252	411	382	435	394	38^	42^
CBS LATE NIGHT II								A	1.8	13	167	1329	297	246	220	130	661	236	438	402	452	392	94v	554	235	402	376	435	392	45^	48^
MON	1.09A	47		CBS		50		B~	2.3	13	208	1344	310	238	235	94	674	229	427	389	460	402	112	528	227	362	329	363	316	49	42^
		170	82	FF		243		C~	2.4	14	217	1288	297	228	225	90	689	219	409	398	441	385	90	506	202	347	316	374	326	33^	32^
TUE	1.01A	56																													
WED	1.16A	41																													
THU	1.09A	48																													
FRI	1.06A	48																													
1.00 - 1.30								A	1.9	12	172	1333	303	253	230	118	665	231	438	407	460	403	91^	557	228	399	375	434	392	42^	46^
1.30 - 2.00								A	1.8	14	165	1306	287	237	209	138	648	237	432	393	439	377	96^	544	237	399	372	429	387	46^	49^
CBS NEWS NIGHTWATCH I								A	0.6	5	52	1206	254^	166^	192^	82v	587	177^	351^	326^	416	384	61v	535	182^	353	329^	392	365	11v	38v
M-THSU	2.00A	30		CBS		43		B~	0.8	7	72	1288	278	183	211	49^	646	188	327	373	413	361	74^	467	186	320	291	321	280	28v	2
		36	45	N		223		C~	0.9	9	81	1145	247	203	225	66^	689	209	364	332	367	385	66^	415	166	284	259	357	311	25v	24v
CBS NEWS NIGHTWATCH 2								A	0.8	8	69	1214	279	178^	190^	102^	636	211^	382	352	419	383	65v	504	210^	337	313	382	355	27v	38v
M-THSU	2.30A	30		CBS		47		B~	0.8	9	72	1288	278	183	211	74^	646	235	409	373	413	361	99v	467	186	320	291	321	280	42^	41v
	CONT'D																														

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PROGRAM NAME / DAY	TIME	#STNS	DUR	CVG%	NET	TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	18-49	25-54	WOMEN 15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	MEN 15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	TEENS MALE 12-17	FEM. 12-17
LATE FRINGE CONT'D																															
CBS NEWS NIGHTWATCH-2-CONT'D																															
		54	59		N		240	C~	0.9	11	81	1145	297	203	225	66^	689	209	364	332	367	385	66^	415	166	284	259	285	311	25v	24v
CBS NEWS NIGHTWATCH-3								A	0.6	10	56	1094	273^	167^	165^	59v	609	202^	325^	322^	355	316^	67v	428	187^	273^	249^	299^	267^	33v	17^
M-THSU	3.00A	180		CBS			50	B~	0.7	12	63	1104	254	157	193	56^	590	161	374	341	378	330	56^	400	160	274	250	275	240	32v	46^
		75	72		N		248	C~	0.8	14	72	966	278	183	211	49^	646	188	327	299	330	361	49^	350	140	240	218	241	210	14v	14v
	3.00		3.30					A	0.7	6	65	1186	244^	144^	147^	71^	635	218^	326	314	375	340	89^	482	203^	296	269^	341	296	36v	25v
	3.30 -		4.00					A	0.7	10	63	1112	239^	141^	157^	54v	591	215^	306	303	346	311	65v	454	198^	277^	251^	325	302	42v	17^
	4.00 -		4.30					A	0.6	11	58	1098	274^	167^	177^	53v	617	217^	341	341	378	341	68v	418	205^	274^	238^	274^	252^	39v	16v
	4.30		5.00					A	0.6	11	54	1109	298^	184^	177^	60v	635	202^	348	348	372	330^	62v	407	192^	263^	243^	273^	241^	41v	18v
	5.00		5.30					A	0.5	10	49	1111	323^	207^	187^	61v	647	207^	366^	366^	380	333^	65v	418	174^	277^	264^	290^	249^	22v	14v
	5.30 -		6.00					A	0.4	8	40	1066	326^	204^	179^	64v	609	163^	306^	306^	318^	267^	54v	431^	160^	285^	264^	324^	292^	14v	<<
CBS SUNDAY NEWS								A	3.3	7	298	1633	337	256	282	66^	773	190	391	377	448	422	54^	731	204	432	423	495	452	7v	46^
SUN	11.00P	15		CBS			10	B~	3.0	7	271	1459	282	183	203	59	758	150	349	318	374	366	53	592	137	299	291	321	298	41^	22^
		90	56		N		50	C~	3.2	7	289	1449	278	194	211	55	807	153	368	355	392	361	56	555	128	280	273	321	297	28^	17^
DAVID LETTERMAN I								A	3.6	18	327	1299	260	220	197	107	600	240	394	353	395	357	170	560	295	427	378	406	325	59	44^
MON-FRI	12.30A	30		NBC			49	B~	3.8	18	344	1355	234	202	178	109	544	237	396	346	383	334	192	516	304	421	368	388	294	106	54
		210	99		GV		243	C~	3.9	19	353	1387	274	234	208	116	636	270	436	398	424	370	167	575	315	443	388	420	344	10	41
DAVID LETTERMAN II								A	3.1	18	278	1243	261	232	194	123	553	263	383	337	377	330	175	550	313	448	398	418	335	63^	44^
MON-FRI	1.00A	30		NBC			49	B~	3.1	18	280	1329	230	200	174	120	533	242	401	347	384	335	216	512	324	433	376	393	289	108	59
		210	99		GV		243	C~	3.2	19	289	1368	264	228	201	123	614	282	430	392	434	361	179	584	349	460	419	441	349	59	41
FRIDAY NIGHT VIDEOS								A	2.0	14	181	1294	224^	196^	177^	153^	561	314	436	368	401	365	189^	547	350	490	424	441	367	79^	79^
FRI	1.30A	60		NBC			10	B~	2.2	15	199	1288	202	183	138	143	517	256	387	353	360	289	215	510	339	436	371	379	280	107	79
		180	96		PC		49	C~	2.6	17	235	1387	257	225	195	159	556	304	453	390	432	333	220	539	387	467	403	420	323	99	62
	1.30 -		2.00					A	2.2	14	199	1319	227^	198^	190^	169^	572	317	442	363	407	379	195^	557	358	491	426	440	366	88^	82^
	2.00 -		2.30					A	1.8	14	163	1264	221^	193^	162^	134^	549	309	429	374	393	348	181^	534	341	490	421	441	368	67v	75^
G MICHAELS SPORTS MACHINE								A	1.8	6	163	1602	253^	192^	229^	97^	605	182^	397	361	436	420	81^	726	257^	568	541	558	521	91^	63v
SUN	12.06A	15		NBC			10	B~	2.1	7	190	1349	212	174	177	75	541	161	343	313	346	303	160	667	302	518	472	489	399	80	26^
		76	51		SC		51	C~	1.9	6	172	1491	281	231	231	93	598	198	413	377	417	365	197	738	353	539	491	540	441	59	34^
LATER WITH BOB COSTAS								A	1.7	13	149	1192	238	197	173	113	562	252	363	328	371	311	136	529	265	423	376	406	342	36^	25^
MON-THU	1.30A	30		NBC			8	B~	1.8	14	163	1288	223	183	169	76^	574	230	364	332	367	321	121	519	269	426	388	428	373	37^	36^
		146	83		GV		8	C~	1.8	14	163	1288	223	183	169	76^	574	230	364	332	367	321	121	519	269	426	388	428	373	37^	36^
LATE SHOW-FOX								A	1.4	5	127	1274	260	233	201	117^	550	295	419	404	427	350	125^	493	284	427	404	420	371	92^	50^
MON-FRI	11.30P	60		FOX			50	B~	1.4	5	127	1288	254	209	193	140	517	268	421	384	378	330	155	467	266	411	375	367	319	112	77
		108	78		GV		244	C~	1.4	4	127	1472	286	261	241	140	664	322	468	427	472	413	169	601	346	503	416	458	359	72^	62^
	11.30 -		12.00					A	1.6	5	141	1312	255	231	200	133	544	294	418	401	426	344	146	512	299	446	416	430	376	104^	63^
	12.00 -		12.30					A	1.3	5	114	1205	262	232	200	95^	548	291	412	400	422	352	98^	462	260	397	383	401	360	75^	34v
SATURDAY NIGHT CONT'D								A	5.8	19	524	1383	302	264	233	112	639	249	436	394	416	380	104	501	235	375	361	396	351	111	54^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	18-49	25-54	WOMEN 15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	MEN 15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	TEENS MALE 12-17	FEM. 12-17
LATE FRINGE CONT'D																												
SATURDAY NIGHT-CONT'D																												
SAT	11.30P	77	NBC	B	B~	6.7	21	606	1461	286	229	207	141	648	264	430	383	424	362	144	558	261	420	383	412	350	95	69
	205	99	GV	39	C~	7.7	24	696	1538	301	252	233	140	658	288	468	427	463	398	144	582	290	457	424	458	399	96	81
11.30 - 12.00					A	7.0	20	633	1469	305	257	238	109	687	230	428	388	418	390	98	524	227	375	362	398	353	108	64^
12.00 - 12.30					A	5.2	17	470	1342	318	288	241	126	623	280	463	412	424	380	100	481	238	380	367	398	359	119	48^
12.30 - 1.00					A	4.8	19	434	1223	261	231	204	90^	542	236	402	372	387	349	127	475	244	364	345	383	326	102^	40^
TONIGHT SHOW					A	5.8	19	521	1395	239	184	184	88	701	198	391	355	404	375	107	565	212	361	332	362	315	52	35^
MON-FRI	11.30P	60	NBC	46	B~	5.6	19	506	1380	254	189	193	91	664	195	374	352	389	351	120	517	213	343	312	344	290	74	46
	207	99	GV	237	C~	6.0	20	542	1373	274	213	214	88	723	219	404	378	430	385	99	529	211	352	320	364	307	47	34
11.30 - 12.00					A	6.2	18	560	1407	229	177	182	82	703	195	391	358	405	376	98	571	210	364	342	371	326	56	31^
12.00 - 12.30					A	5.3	20	479	1388	251	194	188	94	702	203	393	353	404	376	117	561	215	359	323	354	302	48	40
US OPEN HIGHLIGHTS TNS-MO(S)					A	3.7	11	334	1370	346	244	242	113^	784	275	442	388	430	387	89^	483	180	315	294	321	278	27v	25v
MON	11.30P	30	CBS																									
	193	92	SC																									
US OPEN HIGHLIGHTS TNS-TU(S)					A	3.5	11	316	1211	248	174	195	58^	659	179	341	326	390	359	77^	500	202	306	275	341	306	13v	22v
TUE	11.30P	30	CBS																									
	192	92	SC																									
US OPEN HIGHLIGHTS TNS-WE(S)					A	3.9	12	353	1298	269	218	204	56^	668	186	345	334	360	322	30v	554	188	347	345	382	371	26v	17v
WED	11.30P	30	CBS																									
	193	93	SC																									
US OPEN HIGHLIGHTS TNS-TH(S)					A	3.6	11	325	1431	296	232	207	88^	732	260	379	359	406	345	44^	586	237	351	342	380	361	39^	25v
THU	11.30P	30	CBS																									
	194	93	SC																									
US OPEN HIGHLIGHTS TNS-FR(S)					A	3.5	10	316	1410	330	225	219	81^	644	185	327	317	383	333	81^	600	233	388	386	416	356	42^	43v
FRI	11.30P	30	CBS																									
	190	92	SC																									

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PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: HOH WORKING WOMEN 18-49 W/CH <3	HOH WORKING WOMEN 18-49 W/CH 18+	HOH WORKING WOMEN 18-49 W/CH 18- 49	WOMEN TOTAL	WOMEN 18- 34	WOMEN 18- 49	WOMEN 25- 54	WOMEN 35- 64	WOMEN 55+	MEN TOTAL	MEN 18 34	MEN 18- 49	MEN 25- 54	MEN 35- 64	MEN 55+	TEENS MALE 12 17	TEENS FEM. 12 17	CHILDREN MALE 2- 11	CHILDREN FEM. 2- 11	CHILDREN TOTAL 6- 11
MON-FRI EARLY MORNING																												
ABC WORLD NEWS MORN-615A					A	1.2	13	107	53^	262	248	562	236	416	420	289	113^	536	129^	388	402	361	116^	19v	32v	31v	23v	35^
MON-FRI	6.15A	15	ABC	50	B~	1.2	14	108	60^	223	213	517	188	382	385	273	105	545	155	373	373	327	157	9v	18v	16v	16v	19^
	140	82	N	245	C~	1.3	14	118	64^	274	225	636	173	403	400	360	170	503	143	344	344	302	145	17v	17v	15v	15v	18v
ABC WORLD NEWS MORN-645A					A	2.0	15	179	40^	301	278	648	245	483	463	324	150	480	120	288	312	295	154	10v	22v	28^	28^	40^
MON-FRI	6.45A	15	ABC	50	B~	1.8	16	163	52^	247	223	574	209	400	385	286	175	571	145	355	342	339	170	6v	12v	11v	21^	25^
	185	92	N	244	C~	2.2	16	199	61	283	216	611	188	387	394	319	186	467	119	291	305	297	150	25^	25^	18^	26^	31^
BEFORE HOURS					A	0.7	9	63	20v	276^	200^	508	85^	250^	305	368	189^	479	164^	259^	255^	249^	14[illegible]^	14v	49v	27v	24v	<<
MON-FRI	6.15A	15	NBC	50	B~	0.7	10	63	59^	254	209	590	215	374	413	334	180	400	160	274	240	249	135^	16v	15v	28v	27v	33^
	147	86	N	245	C~	0.7	9	63	74^	318	261	590	161	374	413	334	225	400	213	274	240	187	135^	32v	15v	28v	27v	33v
CBS MORNING NEWS- 6:30AM					A	0.9	10	80	49v	191^	141^	522	147^	286	271	234	217^	523	147^	290	308	262	179^	47v	34v	27v	<<	36v
MON-FRI	6.30A	30	CBS	50	B~	0.8	9	72	26v	223	183	517	141	245	289	292	236	467	140	240	210	218	177	14v	27v	25v	24v	29v
	137	82	N	250	C~	1.1	11	99	56^	283	166	564	137	298	315	340	229	425	102	233	203	238	193	20v	10v	18v	17v	21v
CBS THIS MORNING-1					A	2.1	12	190	45^	171	129	627	125	282	302	328	305	522	95^	239	241	291	254	32^	11v	46^	11v	48^
MON-FRI	7.30A	30	CBS	50	B~	1.9	12	172	54^	211	135	653	119	276	334	345	298	492	118	236	235	252	236	18^	11v	21^	20^	24^
	206	98	N	200	C~	2.1	11	190	49^	191	139	640	107	281	303	312	330	445	89	213	213	228	213	16^	10v	19^	18^	22^
CBS THIS MORNING 2					A	2.0	10	183	43^	152	97^	689	135	271	268	309	381	439	63^	164	155	216	260	12v	18v	20v	13v	14v
MON-FRI	8.30A	30	CBS	50	B~	2.1	10	190	54	191	122	689	125	281	303	334	330	445	71	183	186	207	224	21^	15^	28^	27^	33^
	205	98	N	200	C~	2.3	11	208	49	155	95	674	114	256	251	325	397	406	65	167	170	189	215	10v	9v	26^	25^	30^
GOOD MORNING, AMERICA-730					A	3.4	20	307	57^	248	210	703	190	382	411	356	261	435	91	211	225	200	198	8v	9v	8v	34^	28^
MON-FRI	7.30A	30	ABC	50	B~	3.2	19	289	58	264	206	710	188	368	379	351	276	438	93	220	227	231	184	7v	7v	12^	18^	21^
	219	99	N	244	C~	4.0	20	362	57	256	192	697	169	376	390	374	276	420	93	208	224	218	188	11^	8^	20^	24^	29
GOOD MORNING, AMERICA-830					A	3.7	18	331	67	208	182	753	184	379	404	370	319	350	73	174	191	180	145	11v	11v	17^	22^	22^
MON-FRI	8.30A	30	ABC	50	B~	3.4	16	307	82	209	161	760	177	366	374	385	324	357	66	169	181	179	152	10^	13^	29^	28^	34
	218	99	N	244	C~	4.1	19	371	76	206	161	756	165	367	380	399	346	365	73	156	177	191	172	8^	8^	24^	23^	28
NBC NEWS AT SUNRISE					A	1.8	19	159	47^	262	195	570	109^	325	385	383	175	473	92^	225	286	320	147	12v	17v	<<	21v	15v
MON-FRI	6.00A	30	NBC	50	B~	1.7	20	154	43^	288	215	608	111	347	374	413	222	495	131	263	296	308	166	13v	6v	12v	22^	13v
	206	98	N	245	C~	2.0	21	181	57	289	238	620	132	360	375	374	205	467	112	224	252	261	188	22^	27^	10v	19^	23^
TODAY SHOW-7.30AM					A	3.8	22	342	56	248	177	677	156	350	376	379	278	442	103	224	224	254	182	3v	11v	5v	12v	10v
MON-FRI	7.30A	30	NBC	50	B~	3.8	23	344	49	246	183	680	129	327	350	369	315	418	98	202	221	229	180	9^	6v	16^	15^	18^
	210	99	N	245	C~	4.4	22	398	52	233	166	681	128	327	354	372	315	467	102	218	229	228	214	13^	10^	22^	17^	26
TODAY SHOW-8.30AM					A	4.1	20	371	53	178	115	741	120	293	318	380	396	350	68	154	153	170	173	7v	11v	16^	20^	18^
MON-FRI	8.30A	30	NBC	50	B~	3.9	19	353	53	205	150	742	116	302	311	384	404	359	76	164	172	179	181	17^	14^	25^	24^	29
	210	99	N	245	C~	4.5	21	407	53	178	138	735	117	306	321	385	385	395	83	185	186	194	199	10^	10^	22^	17^	20^

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PROGRAM NAME / DAY	TIME	#STNS	DUR	CVG%	NET	TYPE	NO OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	LOH 18-49 W/CH 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																															
ALL MY CHILDREN								A	6.4	23	580	122	243	220	170	822	363	573	448	475	335	222	255	66	25^	80	58	56	67	60	63
MON-FRI	1.00P	60	ABC	50				B~	6.7	22	606	125	226	202	179	802	365	567	445	474	321	197	265	56	32	100	69	68	93	59	102
	224	99	DD	243				C~	7.3	24	660	142	238	210	151	835	376	574	458	499	340	211	256	68	17	52	39	57	65	68	50
1.00 - 1.30								A	6.0	21	544	122	244	222	.70	813	355	568	443	466	338	221	260	65	26^	81	59	57	71	62	65
1.30 - 2.00								A	6.8	24	615	122	244	220	170	832	371	579	454	484	333	223	252	68	25^	80	57	55	64	58	61
AMERICAN TREASURY								A	4.4	15	401	67	210	157	163	837	248	402	275	327	335	383	266	123	22^	53	43	30^	55	37^	48
MWF	3.58P	1	CBS	29				B~	4.5	15	407	87	218	171	153	850	251	436	320	372	374	371	249	110	35	63	50	53	67	49	71
	201	92	DO	144				C~	4.6	15	416	92	203	143	132	876	229	427	324	377	376	397	264	123	27	56	49	39	54	41	55
ANOTHER WORLD								A	4.6	16	414	113	148	121	164	804	264	426	315	369	328	325	201	73	34^	87	71	54	69	61	62
MON-FRI	2.00P	60	NBC	48				B~	5.2	17	470	83	163	141	200	775	246	428	316	367	333	279	216	77	52	171	122	61	73	55	75
	203	98	DD	238				C~	5.0	17	452	83	187	168	165	847	263	458	339	404	365	328	262	99	31	91	66	40	53	48	41
2.00 - 2.30								A	4.7	17	423	114	143	116	163	795	264	421	310	362	323	322	203	74	35^	83	70	53	68	60	60
2.30 - 3.00								A	4.5	16	410	111	151	125	162	803	261	424	317	371	328	324	196	71	33^	91	71	54	70	61	63
AS THE WORLD TURNS								A	6.3	22	566	88	149	113	141	867	262	400	289	351	329	405	273	113	18^	49	40	35	52	41	46
MON-FRI	2.00P	60	CBS	50				B~	6.6	22	597	95	169	127	146	861	245	407	296	341	340	396	241	107	36	75	48	51	69	48	73
	215	99	DD	245				C~	6.5	22	588	99	171	129	118	906	231	413	324	373	374	431	273	120	22	42	33	40	53	49	46
2.00 - 2.30								A	6.2	22	560	85	146	109	139	874	259	398	286	350	334	412	278	118	17^	46	38	36	54	43	47
2.30 - 3.00								A	6.3	22	568	92	154	118	144	866	267	405	293	354	326	401	269	110	18^	52	43	35	50	40	45
BOLD AND THE BEAUTIFUL								A	5.2	18	468	79	139	103	127	866	227	371	276	340	331	431	282	114	19^	47	44	44	53	53	45
MON-FRI	1.30P	30	CBS	50				B~	5.5	18	497	88	170	133	114	845	225	381	299	347	349	407	255	111	37	55	41	61	69	52	75
	202	93	DD	243				C~	5.3	18	479	94	185	138	104	877	220	408	320	371	379	428	282	120	23	31	26	48	57	54	47
CLASSIC CONCENTRATION								A	3.8	17	344	77	92	66	75	753	160	266	219	266	276	441	295	143	39^	41^	41^	94	106	99	100
MON FRI	10.30A	30	NBC	49				B~	4.0	17	362	67	100	73	69	697	132	245	206	274	292	394	257	124	56	65	51	99	104	68	131
	147	79	QG	240				C~	3.6	16	325	80	136	102	76	775	167	309	257	321	325	394	311	144	31	39	31	60	74	71	70
DAYS OF OUR LIVES								A	6.8	24	611	111	139	117	213	784	275	437	301	335	300	313	219	93	46	118	109	51	76	64	63
MON-FRI	1.00P	60	NBC	49				B~	7.6	24	687	91	152	130	233	721	257	422	298	327	289	257	234	87	59	189	137	65	87	59	96
	209	99	DD	242				C~	7.0	23	633	91	178	157	191	827	279	468	338	396	347	292	254	98	35	110	83	42	60	52	49
1.00 - 1.30								A	6.5	23	591	111	140	118	210	784	270	429	292	325	297	322	223	96	49	113	108	53	75	66	62
1.30 - 2.00								A	7.0	24	633	111	137	116	216	782	279	443	309	344	302	304	215	90	43	123	110	48	77	61	64
FAMILY FEUD								A	2.9	13	262	71	143	108	114	689	193	327	250	306	310	306	319	159	46^	64^	63^	90	43^	70^	63^
MON-FRI	10.00A	30	CBS	45				B~	3.2	14	289	74	167	137	111	614	176	327	257	307	307	236	292	110	59	95	71	117	89	60	143
	177	84	QP	45				C~	3.2	14	289	74	167	137	111	614	176	327	257	307	307	236	292	110	59	95	71	117	89	60	143
GENERAL HOSPITAL								A	7.4	26	667	112	213	181	145	850	328	523	422	482	346	268	251	97	19^	74	53	24^	51	39	36
MON-FRI	3.00P	60	ABC	50				B~	7.2	24	651	110	210	173	156	818	329	500	400	457	331	267	247	85	26	86	60	44	74	46	76
	222	99	DD	243				C~	7.7	26	696	122	231	195	158	859	346	527	414	465	340	274	231	86	23	70	50	44	59	54	47
3.00 - 3.30								A	7.4	26	671	117	212	182	143	854	330	526	427	487	347	269	249	95	21^	75	54	22^	54	42	35
3.30 - 4.00								A	7.3	25	664	108	215	181	146	847	326	521	418	477	345	267	253	98	17^	73	52	26^	48	36	37

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MONDAY-FRIDAY DAYTIME CONT'D																												
GROWING PAINS M-F					A	2.9	13	264	98	186	168	179	575	288	417	303	329	220	133	230	49^	81	138	106	156	162	113	205
MON-FRI	11.00A	30	ABC	40	B~	3.7	15	334	95	168	148	181	503	244	389	278	312	202	102	227	38	115	184	132	139	195	103	228
	157	79	CS	40	C~	3.7	15	334	95	168	148	181	503	244	389	278	312	202	102	227	38	115	184	132	139	195	103	228
GUIDING LIGHT					A	5.3	19	483	76	186	145	151	857	245	401	291	339	354	408	257	116	24^	64	50	32^	49	31^	51
MON-FRI	3.00P	60	CBS	49	B~	5.7	19	515	91	203	154	155	870	251	425	307	355	369	403	246	112	35	82	56	45	67	42	72
	214	99	DD	242	C~	6.0	20	542	93	200	146	128	878	232	426	334	375	382	415	249	118	22	54	43	36	54	42	46
3.00 - 3.30					A	5.3	19	477	82	181	140	147	852	245	397	293	345	355	403	257	114	23^	67	52	33^	46	32^	47
3.30 - 4.00					A	5.4	18	486	70	191	151	156	865	246	405	290	336	355	414	258	118	25^	62	49	31^	53	29^	54
HOME					A	2.3	10	204	86^	216	191	153	766	295	491	371	414	359	231	254	70^	37^	58^	53^	74^	99	68^	105
MON-FRI	11.30A	30	ABC	50	B~	2.7	11	244	92	231	190	131	727	264	436	362	406	329	222	277	61	46	84	63	80	112	71	118
	181	89	IA	165	C~	2.6	11	235	185	240	211	106	755	304	404	415	467	360	218	252	63	26^	50	35^	61	73	67	70
LOVING					A	3.4	13	306	118	233	206	145	782	316	496	389	424	329	252	249	79	22^	67	53^	49^	75	60^	64
MON-FRI	12.30P	30	ABC	49	B~	3.5	12	316	118	229	198	146	768	333	486	396	429	307	252	240	67	32	83	62	56	92	55	91
	173	88	DD	242	C~	4.0	14	362	139	245	219	133	801	366	556	437	477	316	228	234	59	20^	46	37	64	62	72	51
NEW CARD SHARKS					A	3.0	14	269	85	120	84	77	684	159	287	226	279	338	345	364	198	33^	40^	33^	95	54^	80	69^
MON-FRI	10.30A	30	CBS	50	B~	3.3	14	298	81	162	122	83	626	159	298	249	298	326	277	340	164	47	69	45	102	98	58	138
	167	81	QP	245	C~	3.1	14	280	77	144	106	63	667	170	317	265	317	332	315	392	220	29^	35	22^	76	80	72	81
NEWSBREAK-11.57					A	4.5	19	403	50	167	130	74	739	150	291	238	278	316	408	372	202	25^	35^	35^	80	73	64	89
MON-FRI	11.57A	2	CBS	50	B~	5.0	19	452	56	142	117	94	703	165	301	226	277	299	353	336	188	45	63	43	87	84	48	123
	179	83	N	244	C~	5.0	20	452	66	160	124	75	744	173	314	257	300	309	378	392	207	25	35	25	63	68	64	64
NEWSBREAK-3.44					A	4.4	15	400	76	192	153	157	872	243	405	286	334	360	419	279	138	22^	56	49	33^	54	32^	55
MON	3.38P	1	CBS	48	B~	4.8	16	434	90	213	168	160	883	258	423	311	361	370	413	253	123	37	79	54	45	67	43	71
	197	92	N	241	C~	5.1	17	461	95	201	158	123	891	236	411	322	374	376	432	257	120	22	55	42	39	56	44	49
TUE	3.41P	1																										
WED	3.46P	1																										
THU	3.40P	1																										
FRI	3.43P	1																										
ONE LIFE TO LIVE					A	7.5	26	674	132	195	174	176	842	350	552	426	471	338	245	231	77	23^	85	59	45	59	54	49
MON-FRI	2.00P	60	ABC	50	B~	7.1	24	642	129	188	165	177	815	349	535	413	456	329	231	237	76	35	98	70	58	94	58	93
	221	99	DD	241	C~	7.4	25	669	144	216	188	154	852	361	557	438	484	348	238	227	80	20	56	40	48	64	64	49
2.00 - 2.30					A	7.3	26	656	132	198	177	181	842	349	551	422	467	338	246	230	77	21^	87	61	49	60	56	53
2.30 - 3.00					A	7.6	27	691	133	192	171	173	845	352	554	430	476	340	244	232	78	24^	84	57	41	59	53	47
PRICE IS RIGHT 1					A	4.8	22	434	68	128	92	79	708	146	272	212	253	293	395	367	179	26^	34^	32^	96	83	85	94
MON-FRI	11.00A	30	CBS	50	B~	5.2	21	470	64	137	105	87	656	152	264	208	244	279	339	359	172	50	67	44	110	106	67	149
	214	99	AP	244	C~	5.1	22	461	67	140	93	73	689	162	282	222	261	293	371	403	212	29	34	24	77	78	75	85
PRICE IS RIGHT 2					A	6.1	27	548	58	145	108	71	726	146	274	220	260	289	413	375	198	22^	37	31^	87	74	76	85
MON FRI	11.30A	30	CBS	50	B~	6.8	27	615	58	131	97	90	669	149	270	204	246	268	352	357	184	51	65	45	105	103	63	148
	CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: LOH WORKING WOMEN 18-49 W/CH <3	18+	18- 49	WOMEN 15 24	TOTAL	18 34	18- 49	25- 49	25- 54	35- 64	55+	MEN TOTAL	55+	TEENS MALE 12- 17	FEM. 12- 17	TOT. 15- 17	CHILDREN MALE 2 11	FEM. 2- 11	TOT. 2- 5	TOT. 6- 11
MONDAY-FRIDAY DAYTIME CONT'D																												
PRICE IS RIGHT 2-CONT'D																												
	215	99	AP	246	C~	6.5	27	588	62	144	101	73	715	162	292	229	267	288	383	417	221	28	33	24	76	76	71	77
RYAN'S HOPE																												
MON-FRI	12.00N	30	ABC	50	A	2.3	9	206	132	214	190	179	839	374	555	423	472	331	235	300	79^	34^	65^	64^	56^	118	110	64^
	158	79	DD	243	B~	2.3	8	208	112	193	191	154	764	359	512	402	427	285	219	244	72	34^	89	64	86	132	97	109
					C~	2.7	10	244	138	231	217	131	804	376	558	457	492	312	198	242	52	21^	56	38^	73	70	82	68
SALE OF THE CENTURY																												
MON-FRI	10 00A	30	NBC	49	A	3.1	14	282	68	98	61^	75	790	143	249	193	247	290	488	355	163	25^	31^	28^	69	73	73	69
	153	81	QG	240	B~	3.2	14	289	61	125	80	55	743	129	245	193	271	292	453	321	155	35	44	35	80	71	55	93
					C~	3.1	13	280	63	144	106	51	767	133	296	249	317	317	427	362	182	22^	28^	22^	57	55	56	52
SANTA BARBARA																												
MON-FRI	3.00P	60	NBC	48	A	4.4	15	396	90	141	118	172	783	258	433	318	369	336	298	210	69	29^	102	74	52	57	61	49
	202	97	DD	238	B~	4.5	15	407	78	158	138	192	758	225	422	320	359	343	287	208	73	50	159	121	57	59	49	66
					C~	4.6	15	416	88	174	151	179	809	245	441	335	389	376	301	264	92	32	118	84	39	54	48	45
3.00 - 3.30					A	4.3	15	392	98	147	125	176	792	271	449	329	380	334	293	206	65	30^	100	74	53	60	63	51
3.30 - 4.00					A	4.4	15	400	83	134	111	168	774	245	419	306	358	337	304	213	72	28^	103	74	51	55	59	46
SCRABBLE																												
MON-FRI	12.30P	30	NBC	48	A	4.0	15	365	48^	118	82	95	711	134	249	195	236	278	421	343	179	52	79	66	56	72	54	73
	167	84	QG	254	B~	4.4	15	398	52	121	100	98	681	128	268	222	276	298	365	319	150	74	101	82	76	82	54	104
					C~	4.1	15	371	58	130	98	77	756	137	287	238	296	319	415	342	172	35	45	41	53	56	50	56
TUPPER BANANAS					A	3.1	13	284	80	112	87	124	778	183	317	238	272	262	427	316	160	19^	68	58^	68	54^	65^	57^
MON-FRI	12.00N	30	NBC	48	B~	3.5	13	316	59	114	94	101	679	140	281	235	264	267	360	294	135	58	93	75	85	76	55	104
	164	74	QG	240	C~	3.4	13	307	67	118	86	81	760	144	289	242	289	289	408	330	166	30^	48	40	58	61	61	60
WHEEL OF FORTUNE					A	4.7	21	427	76	128	87	72	791	162	281	224	267	304	468	290	158	22^	37^	29^	71	64	72	63
MON-FRI	11.00A	30	NBC	48	B~	4.9	20	443	57	136	97	68	759	146	281	231	283	325	437	305	159	39	44	39	73	74	55	93
	211	98	QG	241	C~	5.3	22	479	62	160	110	67	799	156	296	242	305	327	440	335	178	21	29	24	45	57	57	43
WIN, LOSE OR DRAW					A	4.1	18	369	108	128	96	132	755	225	346	249	284	269	374	257	114	35^	72	54	84	88	89	84
MON-FRI	11.30A	30	NBC	47	B~	4.5	18	407	78	138	114	127	689	175	335	263	295	291	315	249	89	70	113	86	97	101	78	122
	189	88	QG	253	C~	4.2	17	380	86	159	131	103	763	197	374	294	344	334	345	311	123	37	57	46	61	81	79	65
YOUNG AND THE RESTLESS					A	7.1	27	644	89	154	127	133	838	248	405	304	351	330	385	264	103	19^	44	46	58	66	74	50
MON-FRI	12.30P	60	CBS	50	B~	8.0	28	723	94	167	142	138	814	249	409	315	361	333	358	245	109	32	72	52	72	81	66	86
	216	99	DD	246	C~	7.9	28	714	109	192	157	127	863	266	447	345	388	355	367	272	122	20	40	32	53	70	70	49
12.30 - 1.00					A	7.0	28	633	84	155	128	128	829	237	393	295	341	328	390	268	109	18^	42	44	60	66	74	53
1.00 1.30					A	7.3	27	656	93	152	126	138	844	258	416	311	360	330	379	259	96	20^	46	47	55	66	75	46

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																												
ABC WEEKEND SPECIALS(R)					A	2.0	7	181	1364	135^	542	343	74^	371	192^	66^	125^	136^	55v	260	113^	147^	105^	155^	88^	66^	70^	85^
SAT	1.00P	30	ABC	7	B~	2.1	8	190	1472	122	443	312	85^	356	189	101	88^	117	70^	480	273	208	189	294	177	112	128	160
	146	72	CA	25	C~	2.2	8	199	1405	134	470	327	90	297	180	92	89	102	77	440	242	198	166	270	154	117	122	147
SOUP AND ME																												
ALF-SAT MORN					A	4.8	19	434	1349	157	364	311	86^	273	153	81^	72^	88^	65^	558	293	266	243	316	165	151	202	114
SAT	10.00A	30	NBC	9	B~	4.5	18	407	1373	135	390	306	79	208	181	80	99	107	73	594	325	274	272	325	184	142	166	156
	207	99	CA	42	C~	5.5	20	497	1451	132	376	298	79	221	212	98	112	132	78	655	330	321	272	382	203	181	193	193
ALL NEW POUND PUPPIES					A	2.1	13	190	1417	71^	313	243^	33v	177^	103^	76^	28v	73^	30v	823	347	476	260	563	226^	337	355	208^
SAT	8 30A	30	ABC	10	B~	2.0	13	181	1288	79	310	229	49^	234	110	62^	49^	80	34^	717	356	351	310	400	204	202	239	162
	209	98	CA	32	C~	2.6	14	235	1288	68	278	227	46	180	127	56	67	86	39^	730	365	365	293	431	220	211	233	198
ALVIN AND THE CHIPMUNKS					A	5.3	20	479	1367	154	359	305	77^	246	174	74^	100	120	54^	588	310	278	240	347	184	164	212	135
SAT	10.30A	30	NBC	9	B~	5.0	20	452	1442	142	372	301	83	206	203	74	125	117	82	674	340	334	292	379	186	190	191	188
	204	99	CA	51	C~	5.9	21	533	1484	147	368	311	80	206	224	85	138	139	86	689	321	367	291	399	186	211	200	197
ANIMAL CRACK-UPS					A	3.4	13	307	1602	123^	450	300	114^	409	239	116^	123^	183	55^	505	279	225	145^	360	197	163	191	169
SAT	12.00N	30	ABC	9	B~	3.4	13	307	1439	121	456	327	93	330	194	99	99	132	67	467	232	240	196	282	137	142	151	131
	178	80	CL	43	C~	3.4	12	307	1515	127	456	327	99	357	207	92	115	129	77	479	250	229	192	296	154	138	144	151
BUGS BUNNY/TWEETY SHOW I					A	4.9	18	443	1406	98^	276	229	110	332	141	80^	61^	87^	54^	657	349	309	292	366	223	143	239	127
SAT	11.00A	30	ABC	7	B~	4.7	18	425	1534	121	352	279	118	358	187	107	78	109	77	651	349	299	274	369	208	164	206	166
	207	94	CA	7	C~	4.7	18	425	1534	121	352	279	118	358	187	107	78	109	77	651	349	299	274	369	208	164	206	166
BUGS BUNNY/TWEETY SHOW II					A	5.3	20	479	1508	131	351	292	118	339	199	122	77^	130	69^	620	331	288	263	357	206	150	217	140
SAT	11.30A	30	ABC	7	B~	5.0	19	452	1545	130	372	301	118	355	189	110	82	117	73	620	328	292	264	356	193	161	201	154
	204	94	CA	7	C~	5.0	19	452	1545	130	372	301	118	355	189	110	82	117	73	620	328	292	264	356	193	161	201	154
DENNIS THE MENACE					A	3.1	11	280	1573	85^	349	284	108^	357	213	81^	132^	129^	84^	653	408	245	318	336	224	111^	201	134^
SAT	11.30A	30	CBS	10	B~	3.5	13	316	1472	107	354	281	79	214	182	90	96	119	65	731	406	320	295	431	246	186	243	185
	172	84	CA	36	C~	3.5	12	316	1545	118	354	262	85	240	201	99	102	128	78	708	395	315	304	405	233	170	207	195
FLINTSTONE KIDS					A	3.3	14	298	1570	66^	299	264	73^	230	126^	87^	39^	105^	22v	915	521	394	353	562	328	235	373	190
SAT	9.30A	30	ABC	8	B~	3.4	15	307	1363	87	274	212	70	220	142	82	60	91	50	752	401	352	295	450	236	211	257	194
	209	97	CA	8	C~	3.4	15	307	1363	87	274	212	70	220	142	82	60	91	50	752	401	352	295	450	236	211	257	194
FOOFUR					A	2.7	10	244	1490	145^	330	246	98^	265	170^	105^	65^	91^	79^	725	421	305	336	389	234	156^	260	130^
SAT	12.00N	30	NBC	9	B~	2.6	10	235	1486	144	397	327	99	216	212	95	117	111	100	641	342	299	293	351	188	168	184	168
	140	67	CA	48	C~	3.1	11	280	1495	152	400	317	102	241	241	101	136	138	99	600	300	306	272	332	158	173	169	162
FRAGGLE ROCK					A	4.0	15	362	1395	116^	372	313	73^	216	150	71^	79^	107^	43^	656	338	318	240	416	205	211	241	175
SAT	11.00A	30	NBC	9	B~	4.0	15	362	1481	138	387	327	69	210	171	64	103	96	71	697	341	356	310	388	183	202	195	187
	199	98	CA	23	C~	4.1	16	371	1507	149	403	319	67	182	209	76	132	128	80	680	313	366	310	368	168	205	188	183
GUMMI BEARS					A	2.6	21	235	1214	45v	319	263	24v	235	127^	89^	38v	111^	16v	533	269	264	239	294	167^	127^	139^	154^
SAT	8.00A	30	NBC	9	B~	2.3	19	208	1232	68	359	285	51^	244	124	68	61^	88	39^	539	292	248	221	318	177	146	173	155
	204	97	CA	23	C~	2.9	21	262	1332	75	32[illegible]	248	54	193	137	69	71	88	51	628	334	288	214	410	225	185	209	200

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PROGRAM NAME / DAY	TIME	#STNS	DUR	CVG%	NET	TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																															
HELLO KITTY								A	1.7	14	154	1273	29v	224^	147^	72v	339	125^	50v	76^	107^	18v	585	316	269^	256^	329	186^	143^	174^	155^
SAT	8.00A		30		CBS		10	B~	1.7	14	154	1212	69^	365	231	58^	275	78^	33^	45^	63^	13v	547	279	279	234	322	164	165	199	131
	206		96		CA		51	C~	2.0	14	181	1288	59	310	196	39^	234	77	45^	32^	48^	28^	659	326	323	230	423	221	207	257	173
I'M TELLING								A	2.3	9	208	1608	170^	404	308	152^	334	257	109^	148^	118^	138^	614	301	312	216^	398	188^	210^	215^	182^
SAT	12.30P		30		NBC		9	B~	2.0	7	181	1545	138	413	327	109	234	253	101	151	144	113	620	336	285	238	377	198	174	187	190
	122		57		CL		47	C~	2.4	8	217	1502	139	431	300	99	234	248	98	158	160	90	565	288	285	212	362	180	182	170	186
LITTLE WIZARDS								A	1.3	10	118	1529	163^	374^	278^	158^	331^	112^	60v	52v	68v	44v	712	340^	372^	299^	412	174^	238^	250^	162^
SAT	8.00A		30		ABC		8	B~	1.3	11	118	1189	91^	318	252	91^	288	135	78^	50^	82^	44^	566	289	263	257	281	143	155	171	112^
	206		98		CA		8	C~	1.3	11	118	1189	91^	318	252	91^	288	135	78^	50^	82^	44^	566	289	263	257	281	143	155	171	112^
MIGHTY MOUSE								A	3.7	14	334	1476	97^	315	233	53^	260	121^	69^	52^	78^	43^	779	416	364	372	408	205	203	218	189
SAT	10.30A		30		CBS		10	B~	3.7	14	334	1392	90	335	265	59	202	95	54	44	58	40^	775	379	395	365	407	192	215	255	151
	202		96		CA		48	C~	4.0	14	362	1481	88	336	262	59	234	121	67	54	80	43	784	415	375	378	411	213	196	251	159
MUPPET BABIES I								A	3.1	19	280	1399	65^	249	219	55^	205	112^	60^	52^	95^	17v	834	488	346	367	467	258	209	303	164^
SAT	8.30A		30		CBS		10	B~	2.6	17	235	1288	60	278	201	53^	216	102	52^	46^	78	17^	715	380	343	300	422	211	202	251	168
	212		97		CA		51	C~	3.4	18	307	1363	52	243	193	35	192	91	53	41	66	27^	809	424	380	290	517	278	237	305	210
MUPPET BABIES II								A	3.9	20	353	1452	61^	253	201	49^	172	130^	72^	58^	102^	28v	897	491	406	407	491	260	231	289	202
SAT	9.00A		30		CBS		10	B	3.5	18	316	1324	56	265	206	39^	160	107	54	53	9	23^	830	423	396	445	476	246	231	[illegible]	201
	211		97		CA		51	C~	4.3	19	389	1437	55	264	198	37	174	102	55	48	72	29	883	459	424	344	542	284	258	320	218
MUPPET BABIES III								A	4.6	20	416	1513	56^	252	175	59^	198	157	90^	67^	116	41^	905	428	477	388	517	231	286	299	218
SAT	9.30A		30		CBS		10	B~	4.2	19	380	1410	56	271	218	47	156	115	61	57	86	30^	849	414	434	363	484	236	251	278	205
	210		97		CA		51	C~	4.9	19	443	1419	60	253	200	40	172	108	59	51	76	32	885	460	426	360	527	273	251	312	212
MY PET MONSTER								A	2.8	14	253	1508	63^	271	225	66^	259	99^	62^	37^	90^	9v	879	460	419	276	603	297	306	406	197
SAT	9.00A		30		ABC		10	B~	2.8	14	253	1380	91	258	210	70	234	126	72	54	72	49^	747	381	366	312	441	220	220	263	180
	210		98		CA		50	C~	3.3	15	298	1405	71	282	218	54	198	153	75	75	104	48	810	419	391	313	491	265	231	258	237
NEW ARCHIES								A	3.1	11	280	1308	131^	302	256	67^	153^	192	61^	132^	121^	72^	660	279	382	238	422	156^	267	260	162^
SAT	11.30A		30		NBC		9	B~	3.4	13	307	1439	150	365	308	87	192	214	92	127	122	93	649	325	335	262	396	182	211	196	200
	186		91		CA		49	C~	4.2	15	380	1472	164	369	296	89	200	257	107	147	150	105	646	306	339	273	370	177	192	178	189
PEE WEE'S PLAYHOUSE								A	4.9	19	443	1425	47^	243	163	29^	209	124	57^	67^	121	13v	850	403	447	384	465	196	269	290	215
SAT	10.00A		30		CBS		10	B~	4.9	20	443	1472	72	295	227	48	191	108	43	62	74	30^	954	395	461	396	462	204	258	281	182
	213		99		CL		51	C~	5.7	21	515	1491	83	308	241	48	213	116	49	68	79	38	870	430	440	393	477	227	249	289	186
POPEYE & SON								A	4.1	15	371	1478	89^	315	263	77^	285	154	66^	88^	85^	69^	724	415	309	337	38[illegible]	229	158	204	183
SAT	11.00A		30		CBS		10	B~	3.9	15	353	1453	96	344	252	66	192	158	78	83	101	55	775	410	370	318	457	239	215	25[illegible]	201
	188		93		CA		48	C~	3.9	14	353	1519	101	344	252	71	216	181	92	92	118	64	765	420	350	330	439	239	198	230	206
REAL GHOSTBUSTERS I								A	4.5	17	407	1506	81^	318	279	36^	205	115	76^	40^	83^	32^	868	492	375	362	505	304	202	326	1[illegible]9
SAT	10.00A		30		ABC		10	B~	4.1	16	371	1445	110	302	255	77	228	172	101	71	107	66	737	424	310	314	418	247	167	239	177
	212		98		CA		30	C~	4.3	16	389	1437	110	312	259	87	239	195	107	86	119	74	712	432	278	303	409	257	151	225	179
REAL GHOSTBUSTERS II CONT'D								A	4.9	18	443	1509	88^	269	229	50^	207	149	91^	58^	105^	44^	884	511	374	376	508	309	199	304	204

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29–SEP.4,1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
									TOT. PERS.	WOMEN			MEN		TEENS				CHILDREN								
DAY	TIME #STNS	DUR CVG%	NET TYPE	NO OF T/C		AVG. AUD %	SH %	AVG. AUD 0,000	(2+)	15-24	TOTAL	18-49	15-24	TOTAL	TOTAL 12-17	MALE 12-17	FEM. 12-17	TOT. 12-14	TOT. 15-17	TOTAL 2-11	MALE 2-11	FEM. 2-11	TOT. 2-5	TOT. 6-11	MALE 6-11	FEM. 6-11	TOT. 6-8	TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																											
REAL GHOSTBUSTERS II-CONT'D																											
SAT	10.30A	30	ABC	10	B~	4.7	18	425	1425	117	308	251	92	258	192	112	78	120	72	725	420	299	304	418	248	169	236	183
	212	98	CA	30	C~	4.9	18	443	1472	120	316	267	105	267	216	119	95	131	83	696	419	275	292	406	254	151	221	180
SMURFS I					A	3.3	20	298	1280	66^	337	268	64^	204	142^	82^	60^	77^	64^	597	289	308	271	326	150^	176	158	168
SAT	8.30A	30	NBC	9	B~	3.0	19	271	1288	92	379	327	66	249	125	60	61	71	53	594	316	272	254	335	182	153	187	149
	210	99	CA	51	C~	4.1	22	371	1319	77	328	271	53	205	145	71	74	96	50	661	352	306	264	401	219	180	208	188
SMURFS II					A	4.4	22	398	1296	81^	324	271	89^	225	137	75^	62^	59^	78^	610	285	325	259	351	154	196	203	148
SAT	9.00A	30	NBC	9	B~	3.9	20	353	1321	116	397	336	71	240	130	60	67	77	52	586	299	282	261	328	170	155	186	138
	210	99	CA	51	C~	5.2	23	470	1387	102	358	290	61	216	157	71	83	101	55	641	334	299	266	369	202	166	200	172
SMURFS III					A	4.9	21	443	1310	112	337	276	83^	267	129	62^	67^	61^	68^	576	300	276	223	354	185	169	221	133
SAT	9.30A	30	NBC	9	B~	4.6	21	416	1344	132	404	342	73	223	139	63	78	84	57	590	301	293	273	318	165	158	180	141
	211	99	CA	51	C~	5.9	23	533	1397	120	368	311	70	222	175	80	97	110	63	643	328	312	267	376	197	178	198	174

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS																												
ABC WIDE WORLD SPORTS SAT					A	4.1	12	371	1376	146	393	215	375	199	817	77^	217	488	789	460	526	411	476	455	263	88^	64^	78^
SAT	4 30P	90	ABC	8	B~	4.1	12	371	1445	185	504	271	500	254	684	85	236	406	663	384	438	329	368	319	224	107	66	132
	219	99	SA	30	C~	5.1	14	461	1414	201	588	270	574	272	641	63	190	351	619	320	390	284	351	316	236	82	50	122
4 30 - 5.00					A	3.2	10	289	1285	118^	363	187	350	168	775	72^	219	468	760	453	510	396	453	427	250	79^	68^	68^
5.00 - 5.30					A	4.2	12	380	1389	151	383	224	369	211	848	83^	211	494	814	460	536	411	486	490	278	86^	64^	72^
5.30 - 6.00					A	4.8	13	434	1454	163	430	231	404	213	836	77^	226	507	803	475	538	430	494	453	265	99^	62^	91^
CBS NFL TODAY					A	6.5	21	588	1384	158	420	228	418	228	743	96	315	522	703	482	502	426	447	324	201	77^	68^	143
SUN	12.30P	30	CBS	1	B	6.5	21	588	1384	158	420	228	418	228	743	96	315	522	703	482	502	426	447	324	201	77^	68^	143
	209	99	SC	1	C	6.5	21	588	1384	158	420	228	418	228	743	96	315	522	703	482	502	426	447	324	201	77^	68^	143
CBS NFL FOOTBALL GAME 1					A	12.5	33	1130	1461	189	457	220	447	214	809	85	267	481	779	451	493	396	438	379	286	83	58	111
SUN	1.00P	192	CBS	1	B	12.5	33	1130	1461	189	457	220	447	214	809	85	267	481	779	451	493	396	438	379	286	83	58	111
	215	99	SE	1	C	12.5	33	1130	1461	189	457	220	447	214	809	85	267	481	779	451	493	396	438	379	286	83	58	111
VARIOUS TEAMS AND TIMES																												
1.00 - 1.30					A	10.1	29	913	1463	180	465	241	456	229	791	81	287	492	761	462	485	411	434	337	276	74	56	134
1.30 - 2.00					A	12.2	33	1103	1464	179	457	228	443	221	780	77	250	457	753	431	473	380	422	360	281	86	61	142
2.00 - 2.30					A	13.0	34	1175	1469	185	438	211	426	209	812	84	259	485	785	458	500	401	443	388	285	81	57	138
2.30 - 3.00					A	13.1	34	1184	1440	188	434	204	424	205	800	88	265	476	764	441	484	388	431	375	281	83	55	124
3.00 - 3.30					A	13.7	35	1238	1478	197	466	221	456	210	829	95	271	489	797	457	498	394	435	396	299	87	59	96
3.30 - 4.00					A	14.0	36	1266	1466	200	477	224	468	214	843	85	271	490	815	462	514	405	457	406	301	85	60	61
4.00 - 4.30					A	9.2	24	832	1484	199	508	229	505	219	826	90	284	502	795	471	535	412	476	395	260	89	62	61
NBC MAJOR LEAGUE PRE GAME					A	4.2	15	380	1460	190	511	267	459	181	631	88^	259	384	590	343	364	295	317	226	226	123	75^	195
SAT	2.00P	18	NBC	10	B~	4.2	15	380	1349	138	418	203	418	165	645	77	231	366	606	333	367	286	319	228	241	121	77	184
	208	99	SC	22	C~	3.9	14	353	1387	137	424	218	400	193	623	82	229	361	585	329	362	282	315	223	217	135	92	189
NBC MAJOR LEAGUE BASEBALL					A	6.6	21	597	1370	172	478	195	458	163	729	65^	209	371	701	343	383	306	346	317	318	84	64^	79
SAT	2.18P	180	NBC	10	B~	6.1	20	551	1351	131	440	161	432	161	735	62	214	378	719	353	400	311	357	300	317	83	61	114
	208	99	SE	22	C~	5.6	18	506	1380	127	443	175	436	165	717	60	213	366	705	343	390	304	349	296	315	90	66	111
LOS ANGLES VS NEW YORK METS																												
KANSAS CITY VS MINNESOTA																												
2.00 - 2.30					A	4.4	15	398	1394	164	518	205	476	144	649	68^	209	332	617	300	316	265	280	238	301	76^	53^	150
2.30 - 3.00					A	5.6	18	506	1347	145	466	181	432	135	719	51^	209	353	689	323	355	301	334	292	334	64^	49^	99
3.00 - 3.30					A	6.4	21	579	1368	177	475	196	452	158	731	58^	199	378	704	351	391	321	361	326	313	72	53^	90
3.30 - 4.00					A	6.9	22	624	1344	185	466	188	449	153	735	65^	201	373	704	343	386	308	351	326	319	73^	54^	69^
4.00 - 4.30					A	6.9	22	624	1390	190	484	214	464	180	735	79	219	378	698	340	387	299	346	319	311	103	71^	68^
4.30 - 5.00					A	7.2	22	651	1419	180	503	204	489	186	751	67^	213	382	731	361	408	315	361	340	323	96	84	69^
5.00 - 5.30					A	7.4	22	669	1390	157	485	192	477	181	749	72	224	385	725	361	399	312	350	328	326	91	73	65^
NFL LIVE					A	4.0	13	362	1413	188	408	226	397	221	774	135	346	535	710	470	530	400	460	320	180	105^	74^	125
SUN	12.30P	30	NBC	1	B	4.0	13	362	1413	188	408	226	397	221	774	135	346	535	710	470	530	400	460	320	180	105^	74^	125^
	CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOT. PERS (2+)	WORK. WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																												
NFL LIVE-CONT'D																												
	204	99	SC	1	C	4.0	13	362	1413	188	408	226	397	221	774	135	346	535	710	470	530	400	460	320	180	105^	74^	125^
NFL GAME 1					A	6.8	18	615	1539	159	441	263	419	236	874	150	397	584	820	530	590	434	494	363	230	117	88	106
SUN	1.00P 185		NBC	1	B	6.8	18	615	1539	159	441	263	419	236	874	150	397	584	820	530	590	434	494	363	230	117	88	106
	200	87	SE	1	C	6.8	18	615	1539	159	441	263	419	236	874	150	397	584	820	530	590	434	494	363	230	117	88	106
MIAMI VS CHICAGO																												
1.00 - 1.30					A	6.0	17	542	1502	149	409	273	384	237	841	141	404	583	791	533	582	442	492	329	209	124	98	127
1.30 - 2.00					A	6.7	18	606	1558	168	440	264	418	233	875	141	398	604	818	547	602	463	518	372	217	118	96	125
2.00 - 2.30					A	7.6	20	687	1566	173	457	268	430	234	872	142	386	568	814	510	570	426	485	362	245	125	90	113
2.30 - 3.00					A	7.3	19	660	1553	180	471	272	441	240	876	151	403	587	824	535	599	436	500	365	225	117	84	89
3.00 - 3.30					A	6.9	18	624	1475	140	423	247	406	232	860	155	396	576	807	523	583	421	482	357	223	108	79	84
3.30 - 4.00					A	6.6	17	597	1513	135	424	244	411	229	889	165	389	571	839	521	591	405	476	375	248	104	78	96
4.00 - 4.30					A	6.0	15	542	1679	178	481	301	462	272	921	164	379	588	860	528	597	424	493	400	264	147	110	131
NFL GAME 2					A	13.9	34	1257	1558	222	482	289	466	269	889	107	329	573	848	532	590	466	524	419	259	79	60	107
SUN	4.05P 209		NBC	1	B	13.9	34	1257	1558	222	482	289	466	269	889	107	329	573	848	532	590	466	524	419	259	79	60	107
	214	97	SE	1	C	13.9	34	1257	1558	222	482	289	466	269	889	107	329	573	848	532	590	466	524	419	259	79	60	107
VARIOUS TEAMS AND TIMES																												
4.00 - 4.30					A	12.3	32	1112	1528	198	440	253	427	236	896	113	341	580	855	539	599	467	527	404	256	92	69	100
4.30 - 5.00					A	14.1	37	1275	1515	198	449	261	436	246	888	111	338	575	846	534	589	464	520	395	257	78	59	100
5.00 - 5.30					A	15.0	39	1356	1555	217	479	291	461	266	889	114	329	572	844	527	591	457	521	417	254	73	56	114
5.30 - 6.00					A	14.0	36	1266	1569	233	502	302	488	293	884	107	323	574	843	533	595	467	529	425	248	73	61	110
6.00 - 6.30					A	14.3	34	1293	1587	240	506	312	486	287	898	101	330	579	858	539	595	477	533	431	263	75	61	108
6.30 - 7.00					A	14.3	33	1293	1583	240	498	306	479	277	899	100	328	576	859	536	588	476	528	431	271	78	63	108
7.00 - 7.30					A	13.4	29	1211	1573	225	497	293	483	271	882	105	322	563	842	522	577	458	512	428	264	86	57	109
7.30 - 8.00					A	10.2	22	922	1568	223	488	293	475	269	868	106	314	561	831	524	583	456	515	423	248	85	60	127
US OPEN TENNIS-SAT(S)					A	2.5	8	226	1332	242	585	275	573	288	558	57^	199^	305	530	277	317	248	288	246	213	96^	57^	93^
SAT	12.00N 360		CBS																									
	214	99	SE																									
12.00 - 12.30					A	2.5	9	226	1445	218	493	285	483	274	501	59^	180^	310	486	295	316	251	272	215	170^	163^	89^	289
12.30 - 1.00					A	2.5	9	226	1384	286	574	307	560	298	545	61^	180^	306	517	278	293	245	260	240	224	108^	76^	157^
1.00 - 1.30					A	2.6	10	235	1436	288	592	326	592	326	579	51^	178^	373	549	343	364	322	343	295	185^	127^	87^	138^
1.30 - 2.00					A	2.5	9	226	1330	246	548	277	548	259	531	55^	154^	298	502	270	293	243	266	255	209	131^	80^	120^
2.00 - 2.30					A	2.6	9	235	1266	238	534	270	524	270	568	60^	188^	286	548	266	292	226	252	227	256	110^	78^	54^
2.30 - 3.00					A	2.3	8	208	1221	292	556	271	538	301	516	60^	202^	276	485	245	271	216^	242	202^	214^	105^	56^	43v
3.00 - 3.30					A	2.2	7	199	1283	273	589	276	578	316	561	55v	211^	296	535	270	308	240	279	241	227^	103^	70^	30v
3.30 - 4.00					A	2.5	8	226	1340	226	586	289	560	285	601	61^	245	339	564	302	361	279	338	259	203^	96^	56^	56^
4.00 - 4.30					A	2.6	8	235	1285	218	588	252	571	271	571	58^	227	289	538	256	316	231	291	249	222	65^	31v	60^
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME	#STNS	DUR	CVG%	NET	TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORK. ING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																															
US OPEN TENNIS-SAT(S)-CONT'D																															
	4.30 - 5.00							A	2.4	7	217	1298	201^	607	228	599	266	560	55^	207^	278	533	250	321	223	293	239	212^	70^	44v	62^
	5.00 - 5.30							A	2.6	8	235	1213	191^	584	225	573	264	547	49^	207	303	524	280	343	254	317	247	181^	29v	17v	53^
	5.30 - 6.00							A	3.2	9	289	1234	199	640	244	619	272	511	46^	174	252	487	227	272	206	250	227	215	43^	10v	40^
US OPEN TENNIS-SU-RAINOUT(S)								A	2.5	6	226	1335	186^	614	253	605	222	580	38v	145^	260	565	245	307	222	284	242	258	60^	29v	81^
SUN	4.12P	168			CBS																										
		213			99	SE																									
	4.00 - 4.30							A	3.6	9	325	1358	170	547	213	547	194	664	72^	232	353	624	312	377	280	345	276	247	105^	55^	41^
	4.30 - 5.00							A	2.7	7	244	1325	196	567	287	548	220	604	43v	175^	297	587	280	357	254	331	274	230	79^	40v	76^
	5.00 - 5.30							A	2.0	5	181	1247	179^	555	249^	551	222^	559	18v	137^	245^	554	241^	310	227^	296	232^	244^	51v	21v	83^
	5.30 - 6.00							A	2.2	6	199	1274	154^	542	217^	542	208^	601	53v	143^	262	589	249	316	209^	276	246	272	38v	20v	92^
	6.00 - 6.30							A	2.2	5	199	1359	182^	677	248	676	234^	546	32v	78^	200^	533	187^	235	167^	216^	221^	297	50v	16v	86^
	6.30 - 7.00							A	2.7	6	244	1443	224	777	290	749	252	523	12v	110^	212	519	208	253	200	245	208	266	39v	24v	104^

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.29–SEP.4,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21+	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17
WEEKEND DAYTIME OTHER																												
BUSINESS WORLD					A	1.2	4	108	1231	188^	695	89v	170^	691	141^	241^	296^	425^	466	150^	262^	459	255^	230^	256^	176^	178^	30v
SUN	12.30P	30	ABC	10	B~	1.3	5	118	1189	205	556	116	252	600	198	267	288	315	575	172	295	540	269	231	301	268	217	68^
	129	73	N	43	C~	1.2	4	108	1288	185	603	125	273	569	214	241	273	315	623	155	320	585	291	250	326	290	236	37^
FACE THE NATION					A	2.1	7	190	1397	267	766	159^	273	744	230^	242^	329	481	556	178^	294	552	290	276	281	163^	257	24v
SUN	10.30A	30	CBS	10	B~	2.4	9	217	1288	204	646	125	245	610	193	241	273	367	584	155	267	548	243	229	280	236	265	37^
	124	84	CC	50	C~	2.4	8	217	1288	204	646	110	218	651	193	241	292	381	584	124	267	548	243	229	256	254	265	28^
HEALTH SHOW					A	2.0	7	181	1507	212^	629	247^	350	581	265	347	265	197^	508	159^	308	496	296	246^	317	244^	129^	154^
SAT	12.30P	30	ABC	8	B~	1.7	6	154	1363	183	547	221	308	574	242	306	220	204	440	153	263	413	274	206	263	205	111	129
	166	83	N	37	C~	1.8	6	163	1288	223	574	188	327	542	257	321	260	192	363	166	249	390	259	222	248	169	105	122
MEET THE PRESS					A	1.8	8	163	1230	163^	622	122^	208^	619	167^	192^	163^	390	528	128^	196^	526	194^	172^	245^	223^	259^	30v
SUN	9.30A	30	NBC	9	B~	2.3	10	208	1344	213	629	147	256	636	223	251	244	342	569	146	250	534	228	217	267	265	256	38^
	139	84	CC	48	C~	2.2	9	199	1288	202	611	137	238	621	187	236	255	358	552	135	262	518	238	205	254	238	236	40^
SUNDAY MORNING					A	4.0	18	362	1359	265	752	102^	288	737	254	301	393	417	547	123^	293	539	284	273	297	262	231	35^
SUN	9.00A	90	CBS	10	B~	3.7	17	334	1253	241	698	112	265	686	236	297	341	366	530	121	242	522	252	230	272	283	242	24^
	187	96	N	50	C~	3.9	16	353	1321	228	662	106	252	651	224	267	324	363	551	115	262	540	254	231	287	290	248	17^
9.00 - 9.30					A	3.4	17	307	1306	236	729	90^	268	716	237	292	405	406	516	113^	255	505	243	237	264	238	235	37v
9.30 - 10.00					A	4.2	18	380	1346	256	757	91^	286	741	255	299	400	427	541	114^	279	532	270	269	290	268	241	34^
10.00 - 10.30					A	4.5	18	407	1380	289	748	118	300	734	261	304	368	406	563	137	327	559	323	299	322	269	213	35^
SUNDAY TODAY					A	1.9	12	172	1198	216^	656	146^	264^	649	198^	213^	274	377	480	161^	267^	479	266^	236^	290	221^	160^	45v
SUN	8.00A	90	NBC	10	B~	1.8	12	163	1145	247	631	125	291	596	286	321	338	297	519	103	284	487	259	250	280	290	196	24^
	139	90	N	50	C~	1.8	10	163	1288	223	574	146	255	596	228	289	286	297	519	166	284	536	291	250	311	266	196	37^
8.00 - 8.30					A	1.4	12	127	1108	149^	628	85v	180^	613	148^	168^	318^	427	432	97^	199^	430	197^	197^	262^	249^	168^	44v
8.30 - 9.00					A	2.0	13	181	1197	210^	657	130^	232^	647	166^	180^	277	411	483	138^	255^	481	253^	227^	290	247^	166^	40v
9.00 - 9.30					A	2.3	12	208	1255	261	672	197^	343	672	256	269	246	317	506	220^	318	506	318	267	306	182^	149^	50v
THIS WEEK-DAVID BRINKLEY					A	3.4	10	307	1313	178	702	68^	193	693	167	209	295	467	540	147^	257	513	229	198	212	189	269	19v
SUN	11.30A	60	ABC	10	B~	3.3	11	298	1327	135	626	80	159	621	140	175	241	439	595	124	213	585	212	197	237	238	314	33^
	207	99	N	43	C~	3.2	11	289	1368	153	678	82	184	640	145	181	263	453	584	116	240	576	237	219	262	245	287	34
11.30 - 12.00					A	3.3	10	298	1298	175	692	74^	192	682	163	207	297	456	549	171	289	519	259	221	234	194	247	23v
12.00 - 12.30					A	3.6	10	325	1290	175	693	60^	188	684	165	206	284	463	517	121^	221	492	196	171	185	179	282	14v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. AUG. 29, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.6	53.1	53.8	55.5	55.3	57.2	57.3	58.4	59.5	60.4	60.5	60.4	58.0	56.3	54.3	51.5

ABC TV

		BADLANDS:2005							ABC MONDAY NIGHT MOVIE THE RIGHT STUFF, PT.2 (R)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)		9,310							7,590							
SHARE AUDIENCE	%	10.3	9.6 *		10.9 *				8.4	8.4 *		8.4 *		8.5 *		8.3 *
AVG. AUD. BY 1/4 HR	%	18	17 *		19 *				15	14 *		14 *		15 *		16 *
		9.8	9.4	10.7	11.1				8.6	8.3	8.6	8.3	8.5	8.5	8.4	8.3

CBS TV

		NEWHART (R)		CAVANAUGHS				KATE & ALLIE (R)		DESIGNING WOMEN (R)(PAE)		MAGNUM, P.I. (R)				
AVERAGE AUDIENCE (Hhlds (000) & %)		9,670		9,490				12,480		13,380		10,760				
SHARE AUDIENCE	%	10.7		10.5				13.8		14.8		11.9	11.8 *			12.0 *
AVG. AUD. BY 1/4 HR	%	19		18				23		25		22	21 *			23 *
		10.3	11.0	10.4	10.7			13.0	14.5	14.6	15.1	12.0	11.7	11.9		12.0

NBC TV

		ALF (R)		LIFE ON THE FLIPSIDE				NBC MONDAY NIGHT MOVIES FANDANGO								
AVERAGE AUDIENCE (Hhlds (000) & %)		13,290		9,850				9,850								
SHARE AUDIENCE	%	14.7		10.9				10.9	11.2 *		11.1 *		11.2 *			10.1 *
AVG. AUD. BY 1/4 HR	%	26		19				19	19 *		18 *		20 *			19 *
		13.9	15.5	11.0	10.8			11.4	11.0	11.3	11.0	11.4	11.1	10.6		9.5

INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	13.4	13.6	12.5	14.2	14.8	14.4	14.1	12.6
SHARE AUDIENCE %	26	25	22	25	25	24	25	24
SUPERSTATIONS								
AVERAGE AUDIENCE	3.3	3.4	3.1	3.9	3.8	3.6	3.6	3.5
SHARE AUDIENCE %	6	6	6	7	6	6	6	7
PBS								
AVERAGE AUDIENCE	1.8	2.2	3.0	3.7	3.1	3.5	2.4	2.2
SHARE AUDIENCE %	3	4	5	6	5	6	4	4
CABLE ORIG.								
AVERAGE AUDIENCE	5.2	6.3	6.5	7.6	8.1	8.2	8.8	8.1
SHARE AUDIENCE %	10	12	12	13	14	14	15	15
PAY SERVICES								
AVERAGE AUDIENCE	2.2	2.4	2.5	3.2	3.9	3.8	4.0	3.5
SHARE AUDIENCE %	4	4	4	6	7	6	7	7

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. AUG. 30, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.1	49.5	50.1	52.0	52.3	54.5	56.0	58.1	58.7	59.4	60.2	60.4	58.8	57.5	56.1	53.6

ABC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WHO'S THE BOSS? (R)		FULL HOUSE - TUE. (R)		MOONLIGHTING (R)(PAE)				ABC NEWS CLOSEUP A REPORT ON FOSTER CARE			
AVERAGE AUDIENCE (Hhlds (000) & %)	13,470		14,190		9,040				9,490			
SHARE AUDIENCE %	14.9		15.7		10.0	10.1 *		9.9 *	10.5	10.5 *		10.5 *
AVG. AUD BY 1/4 HR %	28		27		17	17 *		16 *	19	18 *		19 *
	13.6	16.2	15.4	16.0	10.7	9.5	9.8	10.0	10.3	10.7	10.7	10.3

CBS TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	CBS SUMMER PLAYHOUSE FURTHER ADVENTURES				CBS TUESDAY MOVIE BLOOD & ORCHIDS, PT. 2 (R)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)	5,060				13,290							
SHARE AUDIENCE %	5.6	5.6 *		5.6 *	14.7	13.0 *		14.0 *		15.8 *		16.2 *
AVG. AUD BY 1/4 HR %	10	10 *		10 *	25	22 *		23 *		27 *		30 *
	6.0	5.2	5.2	5.9	12.5	13.4	13.8	14.2	15.5	16.0	16.3	16.1

NBC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	MATLOCK (R)				IN THE HEAT OF THE NIGHT (R)				SUMMER SHOWCASE			
AVERAGE AUDIENCE (Hhlds (000) & %)	13,110				11,210				7,590			
SHARE AUDIENCE %	14.5	13.7 *		15.2 *	12.4	12.2 *		12.7 *	8.4	8.8 *		8.0 *
AVG. AUD. BY 1/4 HR %	26	26 *		27 *	21	21 *		21 *	15	15 *		15 *
	13.2	14.2	15.2	15.2	12.0	12.4	12.8	12.6	9.5	8.1	8.0	8.1

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	14.1	12.4	11.3	11.5	12.9	13.1	12.9	12.0
SHARE AUDIENCE %	29	24	21	20	22	22	22	22
SUPERSTATIONS								
AVERAGE AUDIENCE	4.0	3.1	2.7	2.6	3.4	3.5	3.5	3.2
SHARE AUDIENCE %	8	6	5	5	6	6	6	6
PBS								
AVERAGE AUDIENCE	1.5	2.2	2.4	2.5	2.5	2.4	1.7	1.5
SHARE AUDIENCE %	3	4	4	4	4	4	3	3
CABLE ORIG.								
AVERAGE AUDIENCE	4.5	5.3	5.9	7.0	7.9	7.8	7.4	6.7
SHARE AUDIENCE %	9	10	11	12	13	13	13	12
PAY SERVICES								
AVERAGE AUDIENCE	1.9	2.3	2.4	3.1	5.2	5.3	5.9	4.0
SHARE AUDIENCE %	4	5	4	5	9	9	10	7

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page 8.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. AUG. 31, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.0	48.6	48.9	50.9	51.3	53.0	54.8	56.1	56.1	57.4	57.2	57.3	56.2	55.4	54.1	53.1

ABC TV

	GROWING PAINS (R)		HEAD OF THE CLASS (R)		HOOPERMAN (R)		SLAP MAXWELL (R)(PAE)		←CHINA BEACH→ (R)							
AVERAGE AUDIENCE (Hhlds (000) & %)	11,660		11,840		10,120		7,770		8,410							
SHARE AUDIENCE %	12.9		13.1		11.2		8.6		9.3		9.2 *				9.4 *	
AVG. AUD. BY 1/4 HR %	25		24		20		15		17		16 *				18 *	
	12.3	13.4	12.7	13.4	11.2	11.3	8.9	8.3	9.2		9.3		9.4		9.5	

CBS TV

	←JAKE AND THE FATMAN→ (R)(PAE)				←EQUALIZER→ (R)				←WISEGUY→ (R)							
AVERAGE AUDIENCE (Hhlds (000) & %)	9,490				9,220				9,580							
SHARE AUDIENCE %	10.5	10.1 *		10.9 *	10.2	9.8 *		10.6 *	10.6		10.3 *				10.9 *	
AVG. AUD. BY 1/4 HR %	20	19 *		20 *	18	17 *		18 *	19		18 *				20 *	
	10.0	10.2	10.8	10.9	9.7	10.0	10.5	10.7	10.0		10.6		10.7		11.0	

NBC TV

	←FUNNY PEOPLE→				←NBC MOVIE OF THE WEEK-WED DESPERADO (R)→											
AVERAGE AUDIENCE (Hhlds (000) & %)	7,050				11,840											
SHARE AUDIENCE	7.8	7.4 *		8.2 *	13.1	11.8 *		13.4 *			13.4 *				13.8 *	
AVG. AUD. BY 1/4 HR	15	14 *		15 *	23	21 *		23 *			24 *				26 *	
	7.5	7.3	8.2	8.3	11.0	12.5	13.2	13.7	13.6		13.2		13.7		13.9	

INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	13.2	12.1	12.0	13.0	13.8	14.9	13.4	10.8
SHARE AUDIENCE %	27	24	23	23	24	26	24	20
SUPERSTATIONS								
AVERAGE AUDIENCE	3.1	3.2	3.0	3.5	3.8	4.2	3.2	2.3
SHARE AUDIENCE %	6	6	6	6	7	7	6	4
PBS								
AVERAGE AUDIENCE	1.6	2.4	3.0	3.2	2.5	2.6	2.1	1.8
SHARE AUDIENCE %	3	5	6	6	4	5	4	3
CABLE ORIG.								
AVERAGE AUDIENCE	4.7	5.3	5.9	6.4	8.0	7.6	7.2	6.4
SHARE AUDIENCE %	10	11	11	12	14	13	13	12
PAY SERVICES								
AVERAGE AUDIENCE	2.0	2.4	2.8	3.4	4.1	4.0	4.4	4.0
SHARE AUDIENCE %	4	5	5	6	7	7	8	7

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. SEP. 1, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	46.0	47.2	48.2	50.5	50.7	53.4	54.3	56.0	56.2	57.3	57.8	57.8	56.4	56.4	55.8	53.4

ABC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	HALF AND HALF				ABC THURSDAY NIGHT MOVIE DEADLINE (PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)	5,880				5,700							
SHARE AUDIENCE %	6.5	6.6 *		6.4 *	6.3	6.6 *		6.7 *		6.2 *		5.8 *
AVG. AUD. BY 1/4 HR %	12	13 *		12 *	11	12 *		12 *		11 *		11 *
	7.0	6.2	6.4	6.5	6.6	6.6	6.7	6.6	6.4	6.1	5.8	5.8

CBS TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	48 HOURS 48 HOURS ON RUNAWAY STREET (R)				CBS SPECIAL MOVIE PRSNT TANK (PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)	7,860				11,390							
SHARE AUDIENCE %	8.7	8.4 *		9.0 *	12.6	10.3 *		11.7 *		14.1 *		14.3 *
AVG. AUD. BY 1/4 HR %	16	16 *		16 *	22	18 *		20 *		25 *		26 *
	8.4	8.5	9.0	9.0	10.1	10.5	11.5	11.9	14.0	14.3	14.8	13.8

NBC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	BILL COSBY SHOW (R)		A DIFFERENT WORLD (R)		CHEERS (R)		NIGHT COURT (R)		L.A. LAW (R)			
AVERAGE AUDIENCE (Hhlds (000) & %)	16,720		17,360		17,180		16,450		13,830			
SHARE AUDIENCE %	18.5		19.2		19.0		18.2		15.3	15.2 *		15.4 *
AVG. AUD. BY 1/4 HR %	36		35		33		31		28	27 *		28 *
	16.5	20.6	18.9	19.5	18.6	19.4	18.2	18.3	14.9	15.4	15.5	15.4

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	12.1	11.3	10.0	10.4	10.4	10.9	10.3	9.3
SHARE AUDIENCE %	26	23	19	19	18	19	18	17
SUPERSTATIONS								
AVERAGE AUDIENCE	2.9	3.0	2.6	2.7	3.2	3.4	2.6	2.2
SHARE AUDIENCE %	6	6	5	5	6	6	5	4
PBS								
AVERAGE AUDIENCE	1.5	2.1	2.2	2.7	2.2	2.2	1.9	1.6
SHARE AUDIENCE %	3	4	4	5	4	4	3	3
CABLE ORIG.								
AVERAGE AUDIENCE	5.3	5.8	6.4	7.6	7.6	7.4	7.8	6.9
SHARE AUDIENCE %	11	12	12	14	13	13	14	13
PAY SERVICES								
AVERAGE AUDIENCE	1.9	2.4	2.9	3.2	4.5	5.0	5.2	4.8
SHARE AUDIENCE %	4	5	6	6	8	9	9	9

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. SEP. 2, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	43.2	44.5	44.3	45.5	45.2	46.2	47.5	48.7	49.2	50.2	50.2	50.6	50.3	49.9	49.7	48.6

ABC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	PERFECT STRANGERS (R)		FULL HOUSE (R)		MR. BELVEDERE (R)		SECOND START (PAE)		←20/20→			
AVERAGE AUDIENCE (Hhlds (000) & %)	7,590		9,130		9,760		8,050		10,940			
SHARE AUDIENCE %	8.4		10.1		10.8		8.9		12.1	11.9 *		12.3 *
AVG. AUD. BY 1/4 HR %	18		21		22		18		24	24 *		25 *
	7.9	8.8	9.7	10.5	10.4	11.1	8.9	8.9	11.8	11.9	12.5	12.2

CBS TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	←BEAUTY & THE BEAST (R)→				←CBS FRIDAY MOVIE KUNG FU: THE MOVIE (R)(PAE)→							
AVERAGE AUDIENCE (Hhlds (000) & %)	7,590				8,230							
SHARE AUDIENCE %	8.4	8.2 *		8.6 *	9.1	8.7 *		9.1 *		9.2 *		9.3 *
AVG. AUD. BY 1/4 HR %	18	18 *		18 *	18	17 *		18 *		18 *		19 *
	8.2	8.2	8.5	8.7	8.6	8.7	9.2	9.1	9.2	9.2	9.4	9.2

NBC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	<BEST OF TV BLOOPERS-JOKES> (R)				←BLACKE'S MAGIC (R)→				←MIAMI VICE (R)→			
AVERAGE AUDIENCE (Hhlds (000) & %)	7,140				7,140				7,500			
SHARE AUDIENCE %	7.9	7.6 *		8.2 *	7.9	7.4 *		8.3 *	8.3	8.2 *		8.3 *
AVG. AUD. BY 1/4 HR %	17	17 *		17 *	16	15 *		16 *	17	16 *		17 *
	7.4	7.8	8.3	8.1	7.4	7.3	8.0	8.6	8.1	8.3	8.1	8.5

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	11.6	11.2	10.5	10.7	11.2	12.6	10.2	8.5
SHARE AUDIENCE %	26	25	23	22	23	25	20	17
SUPERSTATIONS								
AVERAGE AUDIENCE	2.2	2.4	2.7	3.0	3.5	4.0	2.4	1.6
SHARE AUDIENCE %	5	5	6	6	7	8	5	3
PBS								
AVERAGE AUDIENCE	1.6	2.1	2.4	2.2	2.5	2.3	2.0	1.9
SHARE AUDIENCE %	4	5	5	5	5	5	4	4
CABLE ORIG.								
AVERAGE AUDIENCE	5.2	5.3	5.4	5.6	6.2	6.7	7.0	6.8
SHARE AUDIENCE %	12	12	12	12	12	13	14	14
PAY SERVICES								
AVERAGE AUDIENCE	2.1	3.2	4.0	4.2	4.7	4.0	4.3	4.5
SHARE AUDIENCE %	5	7	9	9	9	8	9	9

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEP.3, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	39.6	40.9	41.5	42.5	44.3	45.2	46.1	47.5	49.1	51.0	51.0	50.9	48.8	48.5	47.6	46.1	44.3	41.8

ABC TV

							ABC MOVIE SPECIAL-SAT THE JOURNEY OF NATTY GANN (R)(PAE)						SPENSER; FOR HIRE (R)					
AVERAGE AUDIENCE (Hhlds (000) & %)					8,320								6,510					
SHARE AUDIENCE	%				9.2	7.5 *		8.8 *		10.1 *		10.3 *	7.2	7.0 *		7.5 *		
AVG. AUD. BY 1/4 HR	%				19	17 *		19 *		20 *		20 *	15	14 *		16 *		
					7.4	7.6	8.5	9.1	9.9	10.4	10.9	9.7	6.8	7.2	7.3	7.6		

CBS TV

					FIRST IMPRESSIONS		FRANK'S PLACE (R)(PAE)			CBS COLLEGE FTBL GAME FLORIDA STATE VS MIAMI (9:00-12:35)								
AVERAGE AUDIENCE (Hhlds (000) & %)					3,890		3,710		6,690									
SHARE AUDIENCE	%				4.3		4.1		7.4	6.1 *		8.0 *		8.8 *		8.3 *		7.6 *
AVG. AUD. BY 1/4 HR	%				10		9		17	13 *		16 *		18 *		18 *		17 *
					4.4	4.2	4.1	4.?	5.6	6.7	8.0	8.1	8.8	8.8	8.8	7.9	7.7	7.4

NBC TV

					FACTS OF LIFE (R)		227 (R)		GOLDEN GIRLS (R)		AMEN (R)		HUNTER (R)					
AVERAGE AUDIENCE (Hhlds (000) & %)					8,950		11,120		15,370		13,740		12,750					
SHARE AUDIENCE	%				9.9		12.3		17.0		15.2		14.1	14.0 *		14.2 *		
AVG. AUD. BY 1/4 HR	%				22		26		34		30		29	29 *		30 *		
					9.4	10.4	11.6	13.1	16.3	17.8	14.8	15.7	14.1	14.0	14.2	14.1		

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	10.2	10.9	9.8	9.0	7.4	8.1	9.2	7.9	7.2									
SHARE AUDIENCE %	25	26	22	19	15	16	19	17	17									
SUPERSTATIONS																		
AVERAGE AUDIENCE	2.7	2.9	2.1	2.0	1.9	2.1	2.2	1.6	1.5									
SHARE AUDIENCE %	7	7	5	4	4	4	5	3	3									
PBS																		
AVERAGE AUDIENCE	2.2	2.5	3.0	3.2	1.9	2.0	2.1	1.8	1.3									
SHARE AUDIENCE %	5	6	7	7	4	4	4	4	3									
CABLE ORIG.																		
AVERAGE AUDIENCE	8.0	8.0	7.6	7.4	6.0	5.8	5.7	5.2	4.6									
SHARE AUDIENCE %	20	19	17	16	12	11	12	11	11									
PAY SERVICES																		
AVERAGE AUDIENCE	3.6	3.4	4.4	4.5	5.4	5.4	6.2	6.0	4.1									
SHARE AUDIENCE %	9	8	10	10	11	11	13	13	10									

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEP.3, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	37.0	34.1	31.3	29.0	25.7	23.1	21.0	19.2	16.9	15.2	14.0	12.7	11.5	10.5

ABC TV

(1)

AVERAGE AUDIENCE (Hhlds (000) & %)		1,720
		1.9
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	1.9

CBS TV

—CBS COLLEGE FTBL GAME→ (2)
FLORIDA STATE VS MIAMI
(9:00-12:35)(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)						3,980
			7.1 *		5.9 *	4.4
SHARE AUDIENCE	%		18 *		17 *	14
AVG. AUD. BY 1/4 HR	%	7.4	6.8	6.3	5.5	4.4

NBC TV

←SATURDAY NIGHT→ (PAE)
(11:30-12:47)(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)		5,240				
		5.8	7.0 *		5.2 *	
SHARE AUDIENCE	%	19	20 *		17 *	
AVG. AUD. BY 1/4 HR	%	7.5	6.4	5.6	4.9	4.8

	11:30	11:45	12:00	12:15	12:30	12:45	1:00
INDEPENDENTS (INCL. SUPERSTATIONS)							
AVERAGE AUDIENCE	7.9	6.8	6.2	5.1	3.6	3.2	2.8
SHARE AUDIENCE %	22	23	25	25	23	24	25
SUPERSTATIONS							
AVERAGE AUDIENCE	1.8	1.6	1.5	1.1	0.7	0.5 ^	0.5 ^
SHARE AUDIENCE %	5	5	6	5	4	4 ^	5 ^
PBS							
AVERAGE AUDIENCE	1.1	1.1	0.6	0.3 ^	0.2 ^	0.2 ^	0.1 v
SHARE AUDIENCE %	3	4	2	1 ^	1 ^	1 ^	1 v
CABLE ORIG.							
AVERAGE AUDIENCE	5.3	4.4	3.4	2.6	2.1	1.8	1.6
SHARE AUDIENCE %	15	15	14	13	13	13	15
PAY SERVICES							
AVERAGE AUDIENCE	3.7	3.5	3.1	3.3	3.2	2.9	2.4
SHARE AUDIENCE %	10	12	13	16	20	22	22

For explanation of symbols, See page 8

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)
(2) CBS COLLEGE FTBL POST-SAT,(PAE),CBS,(12:35-12:40)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEP.4, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	45.0	46.5	47.4	48.9	49.7	50.8	51.5	52.1	51.9	53.0	53.5	54.0	53.1	52.8	52.4	51.9	49.1	45.1

ABC TV

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
		←DISNEY SUNDAY MOVIE→ NOT QUITE HUMAN, PT.1 (R)				←MACGYVER (R)→				←ABC SUNDAY NIGHT MOVIE(B) POLTERGEIST (9:00-11:19)(R)(PAE)→									
AVERAGE AUDIENCE		6,150				6,870				7,960									
(Hhlds (000) & %)		6.8	6.3 *		7.4 *	7.6	6.9 *		8.4 *	8.8	7.4 *		8.1 *		8.8 *		9.7 *		10.4 *
SHARE AUDIENCE	%	14	14 *		15 *	15	14 *		16 *	17	14 *		15 *		17 *		19 *		21 *
AVG. AUD. BY 1/4 HR	%	6.1	6.5	7.2	7.5	6.7	7.1	8.0	8.7	7.3	7.6	8.0	8.2	8.7	9.0	9.4	10.0	10.4	10.3

CBS TV

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
		←60 MINUTES→				←MURDER, SHE WROTE (R)→				←CBS SUNDAY MOVIE(B) HIGHER GROUND (PAE)→								CBS SUNDAY NEWS	
AVERAGE AUDIENCE		12,290				12,750				12,020								2,980	
(Hhlds (000) & %)		13.6	12.0 *		15.3 *	14.1	13.6 *		14.6 *	13.3	12.7 *		13.1 *		13.8 *		13.6 *	3.3	
SHARE AUDIENCE	%	29	26 *		32 *	28	27 *		28 *	25	24 *		24 *		26 *		26 *	7	
AVG. AUD. BY 1/4 HR	%	11.0	13.0	15.1	15.5	13.3	13.9	14.5	14.6	12.4	13.0	12.9	13.3	13.7	13.9	14.0	13.2	3.3	

NBC TV

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
		(1)		FAMILY TIES(R) (7:36-8:06)(PAE)		MY TWO DADS(R) (8:06-8:36)(PAE)			A WHOLE LOTTA FUN (8:36-9:36)(PAE)				←NBC SUNDAY NIGHT MOVIE THE MAN WHO WASN'T THERE (9:36-11:36)(PAE)→						
AVERAGE AUDIENCE				6,060		6,870		6,330				7,230							
(Hhlds (000) & %)			13.4 *	6.7		7.6		7.0	6.4 *		7.5 *	8.0	7.6 *		7.8 *		7.9 *		8.6 *
SHARE AUDIENCE	%		29 *	14		15		13	12 *		14 *	16	14 *		15 *		15 *		18 *
AVG. AUD. BY 1/4 HR	%	13.9	12.7	6.3	6.4	7.2	7.7	6.7	6.2	7.6	7.5	7.3	7.8	7.9	7.7	7.8	8.0	8.6	8.5

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	10.3		11.8		13.4		12.9		10.6		10.9		10.2		9.3		6.5	
SHARE AUDIENCE %	23		24		27		25		20		20		19		18		14	
SUPERSTATIONS																		
AVERAGE AUDIENCE	3.1		3.5		3.5		3.6		3.3		3.8		3.7		3.6		2.2	
SHARE AUDIENCE %	7		7		7		7		6		7		7		7		5	
PBS																		
AVERAGE AUDIENCE	1.6		2.0		2.6		2.8		2.8		2.9		2.0		1.8		1.4	
SHARE AUDIENCE %	4		4		5		5		5		5		4		3		3	
CABLE ORIG.																		
AVERAGE AUDIENCE	4.9		5.1		5.6		5.7		5.8		6.1		5.5		5.4		4.3	
SHARE AUDIENCE %	11		11		11		11		11		11		10		10		9	
PAY SERVICES																		
AVERAGE AUDIENCE	2.8		2.7		3.1		3.6		4.6		4.6		4.4		4.5		4.3	
SHARE AUDIENCE %	6		6		6		7		9		9		8		9		9	

U.S. TV HOUSEHOLDS: 90,400,000

(1) NFL GAME 2,VARIOUS TEAMS AND TIMES,(PAE),NBC,(MULTI SEGMENT)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEP.4, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	38.9	35.0	31.1	28.9	25.9	23.2	20.7	18.4	16.4	15.1	13.9	12.5	10.9	10.1

ABC TV

			(1)											
AVERAGE AUDIENCE (Hhlds (000) & %)		1,540												
		1.7												
SHARE AUDIENCE	%	7												
AVG. AUD. BY 1/4 HR	%	1.8	1.6											

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)														
SHARE AUDIENCE	%													
AVG. AUD. BY 1/4 HR	%													

NBC TV

		(2)	(3)	(PAE)										
AVERAGE AUDIENCE (Hhlds (000) & %)			1,630											
			1.8											
SHARE AUDIENCE	%		6											
AVG. AUD. BY 1/4 HR	%	7.8	1.9											

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE		6.5	6.0	4.7	3.4	2.4	2.2	1.6						
SHARE AUDIENCE %		18	20	19	17	15	17	15						

SUPERSTATIONS

AVERAGE AUDIENCE		1.7	1.5	1.3	0.8	0.6	0.6	0.6						
SHARE AUDIENCE %		5	5	5	4	4	5	6						

PBS

AVERAGE AUDIENCE		1.5	1.1	0.7	0.5	^	0.4	^	0.3	^	0.1	v		
SHARE AUDIENCE %		4	4	3	3	^	3	^	2	^	1	v		

CABLE ORIG.

AVERAGE AUDIENCE		4.7	4.0	3.5	2.8	2.2	1.8	1.5						
SHARE AUDIENCE %		13	13	14	14	14	14	14						

PAY SERVICES

AVERAGE AUDIENCE		4.3	4.5	4.1	4.0	3.7	3.5	2.6						
SHARE AUDIENCE %		12	15	17	20	23	27	25						

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC WEEKEND REPORT-SUN.,ABC,(11:58-12:13)
(2) NBC SUNDAY NIGHT MOVIE,THE MAN WHO WASN'T THERE,NBC,(9:36-11:36)
(3) G MICHAELS SPORTS MACHINE,(PAE),NBC,(12:06-12:21)

For explanation of symbols, See page B

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. AUG.29–SEP.2, 1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.5	9.0	10.7	12.9	14.7	16.1	16.8	17.3	18.1	19.1	20.0	20.4	21.2	22.2	22.3	22.2	21.2	21.8

ABC TV

		(PAE) (1)	(PAE) (2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)		1,070	1,790	3,070		3,310	
		1.2	2.0	3.4		3.7	
SHARE AUDIENCE	%	13	15	20		18	
AVG. AUD. BY 1/4 HR	%	1.2	2.0	3.5	3.3	3.7	3.6

CBS TV

		CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2		FAMILY FEUD	
AVERAGE AUDIENCE (Hhlds (000) & %)		800			1,900			1,830		2,620	
		0.9			2.1			2.0		2.9	
SHARE AUDIENCE	%	10			12			10		13	
AVG. AUD. BY 1/4 HR	%	0.8	1.0		2.1	2.1		2.0	2.1	2.7	3.1

NBC TV

		NBC NEWS AT SUNRISE (PAE)		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)		SALE OF THE CENTURY (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)		1,590		3,420		3,710		2,820	
		1.8		3.8		4.1		3.1	
SHARE AUDIENCE	%	19		22		20		14	
AVG. AUD. BY 1/4 HR	%	1.5	2.0	3.8	3.7	4.2	4.0	3.0	3.3

INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	1.5	2.6	4.2	5.1	5.4	6.0	5.5	5.3	5.4
SHARE AUDIENCE %	18	22	27	30	29	30	25	24	25
SUPERSTATIONS									
AVERAGE AUDIENCE	0.7	1.1	1.5	1.7	1.8	2.0	1.8	1.9	1.6
SHARE AUDIENCE %	8	9	10	10	10	10	8	8	8
PBS									
AVERAGE AUDIENCE	0.1 ^	0.1 ^	0.4	0.6	0.9	1.1	1.5	1.5	1.4
SHARE AUDIENCE %	1 ^	1 ^	2	4	5	5	7	7	6
CABLE ORIG.									
AVERAGE AUDIENCE	1.4	1.6	1.8	2.0	2.1	2.5	2.7	2.8	2.6
SHARE AUDIENCE %	17	14	11	11	11	13	12	13	12
PAY SERVICES									
AVERAGE AUDIENCE	0.9	0.8	0.9	0.8	0.9	0.9	0.9	1.0	1.0
SHARE AUDIENCE %	10	7	6	5	5	5	4	4	4

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page 8.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. AUG.29–SEP.2,1988

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	21.8	22.1	22.0	22.2	22.2	22.8	24.3	25.2	25.9	26.6	27.7	28.6	28.3	28.6	28.1	28.6	28.5	28.8

ABC TV

	(PAE)		GROWING PAINS M-F (PAE)		HOME (PAE)		RYAN'S HOPE		LOVING (PAE)		←ALL MY CHILDREN→				←ONE LIFE TO LIVE (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)			2,640		2,040		2,060		3,060		5,800				6,740			
SHARE AUDIENCE %			2.9		2.3		2.3		3.4		6.4	6.0 *		6.8 *	7.5	7.3 *		7.6 *
AVG. AUD. BY 1/4 HR %			13		10		9		13		23	21 *		24 *	26	26 *		27 *
			2.8	3.1	2.4	2.2	2.2	2.4	3.3	3.5	5.7	6.3	6.7	6.9	7.1	7.4	7.6	7.7

CBS TV

	NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)				←YOUNG AND THE RESTLESS→			BOLD AND THE BEAUTIFUL			←AS THE WORLD TURNS→			
AVERAGE AUDIENCE (Hhlds (000) & %)	2,690		4,340		5,480				6,440				4,680		5,660			
SHARE AUDIENCE %	3.0		4.8		6.1				7.1	7.0 *		7.3 *	5.2		6.3	6.2 *		6.3 *
AVG. AUD. BY 1/4 HR %	14		22		27				27	28 *		27 *	18		22	22 *		22 *
	2.9	3.1	4.6	5.0	5.8	6.3			6.8	7.1	7.2	7.3	5.2	5.1	6.1	6.3	6.3	6.2

NBC TV

	CLASSIC CONCENTRATION		WHEEL OF FORTUNE (PAE)		WIN, LOSE OR DRAW		SUPER PASSWORD (PAE)		SCRABBLE		←DAYS OF OUR LIVES (PAE)→				←ANOTHER WORLD (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)	3,440		4,270		3,690		2,840		3,650		6,110				4,140			
SHARE AUDIENCE %	3.8		4.7		4.1		3.1		4.0		6.8	6.5 *		7.0 *	4.6	4.7 *		4.5 *
AVG. AUD. BY 1/4 HR %	17		21		18		13		15		24	23 *		24 *	16	17 *		16 *
	3.7	3.9	4.7	4.7	4.0	4.2	3.1	3.3	3.9	4.1	6.3	6.7	7.0	7.0	4.8	4.5	4.5	4.5

INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	5.0	4.3	4.5	4.9	5.7	5.5	5.9	6.0	6.2
SHARE AUDIENCE %	23	19	20	20	22	19	21	21	22
SUPERSTATIONS									
AVERAGE AUDIENCE	1.5	1.4	1.4	1.5	1.9	1.7	1.7	1.7	1.8
SHARE AUDIENCE %	7	6	6	6	7	6	6	6	6
PBS									
AVERAGE AUDIENCE	1.2	0.9	0.8	0.8	0.9	0.8	0.8	0.8	0.8
SHARE AUDIENCE %	6	4	3	3	4	3	3	3	3
CABLE ORIG.									
AVERAGE AUDIENCE	2.7	2.8	2.8	3.0	2.8	3.0	3.1	3.2	3.2
SHARE AUDIENCE %	12	13	13	12	11	11	11	11	11
PAY SERVICES									
AVERAGE AUDIENCE	1.0	1.0	1.0	1.2	1.2	1.2	1.1	1.2	1.1
SHARE AUDIENCE %	5	5	5	5	5	4	4	4	4

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols See page 8

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.29-SEP.2,1988

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.8	28.2	28.7	29.5	29.8	31.5	32.6	34.1	34.7	36.7	38.1	39.9	44.9	46.2	46.8	47.7

ABC TV

		←GENERAL HOSPITAL→					ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Hhlds (000) & %)		6,670					8,500	
		7.4	7.4 *		7.3 *		9.4	
SHARE AUDIENCE	%	26	26 *		25 *		20	
AVG. AUD. BY 1/4 HR	%	7.5	7.4	7.4	7.3		9.2	9.6

CBS TV

		←GUIDING LIGHT (PAE)→					CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Hhlds (000) & %)		4,830					8,820	
		5.3	5.3 *		5.4 *		9.8	
SHARE AUDIENCE	%	19	19 *		18 *		21	
AVG. AUD. BY 1/4 HR	%	5.3	5.3	5.4	5.4		9.8	9.7

NBC TV

		←SANTA BARBARA (PAE)→					NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Hhlds (000) & %)		3,960					7,970	
		4.4	4.3 *		4.4 *		8.8	
SHARE AUDIENCE	%	15	15 *		15 *		19	
AVG. AUD. BY 1/4 HR	%	4.4	4.3	4.4	4.5		8.8	8.8

INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	6.6	7.2	8.2	9.0	9.7	10.6	12.2	13.0
SHARE AUDIENCE %	24	25	27	27	27	27	27	27
SUPERSTATIONS								
AVERAGE AUDIENCE	1.9	2.0	2.3	2.5	2.3	2.6	2.7	2.8
SHARE AUDIENCE %	7	7	8	7	7	7	6	6
PBS								
AVERAGE AUDIENCE	0.7	0.8	0.8	0.8	0.8	1.0	1.1	1.2
SHARE AUDIENCE %	2	3	3	2	2	2	2	3
CABLE ORIG.								
AVERAGE AUDIENCE	3.6	4.1	4.3	4.4	4.4	4.9	4.7	4.9
SHARE AUDIENCE %	13	14	14	13	12	12	10	10
PAY SERVICES								
AVERAGE AUDIENCE	1.2	1.2	1.1	1.2	1.2	1.3	1.6	2.0
SHARE AUDIENCE %	4	4	4	4	3	3	4	4

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP.3, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.4	7.2	8.3	9.7	11.4	13.3	15.2	16.9	18.8	20.7	22.0	24.0	25.4	25.9	26.1	26.8	27.0	27.2

ABC TV

	LITTLE WIZARDS		ALL NEW POUND PUPPIES		MY PET MONSTER		FLINTSTONE KIDS		REAL GHOSTBUSTERS I		REAL GHOSTBUSTERS II		BUGS BUNNY/TWEETY SHOW I	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,180		1,900		2,530		2,980		4,070		4,430		4,430	
	1.3		2.1		2.8		3.3		4.5		4.9		4.9	
SHARE AUDIENCE %	10		13		14		14		17		18		18	
AVG. AUD. BY 1/4 HR %	1.1	1.4	2.0	2.3	2.5	3.1	3.1	3.5	4.3	4.6	4.7	5.0	4.8	5.0

CBS TV

	HELLO KITTY		MUPPET BABIES I		MUPPET BABIES II		MUPPET BABIES III		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE		POPEYE & SON	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,540		2,800		3,530		4,160		4,430		3,340		3,710	
	1.7		3.1		3.9		4.6		4.9		3.7		4.1	
SHARE AUDIENCE %	14		19		20		20		19		14		15	
AVG. AUD. BY 1/4 HR %	1.6	1.9	3.0	3.3	3.8	4.1	4.3	4.9	4.8	5.0	3.7	3.7	4.0	4.2

NBC TV

	GUMMI BEARS (PAE)		SMURFS I		SMURFS II		SMURFS III (PAE)		ALF-SAT MORN (PAE)		ALVIN AND THE CHIPMUNKS		FRAGGLE ROCK	
AVERAGE AUDIENCE (Hhlds (000) & %)	2,350		2,980		3,980		4,430		4,340		4,790		3,620	
	2.6		3.3		4.4		4.9		4.8		5.3		4.0	
SHARE AUDIENCE %	21		20		22		21		19		20		15	
AVG. AUD. BY 1/4 HR %	2.2	2.9	3.0	3.5	4.3	4.5	4.8	5.0	4.9	4.8	5.2	5.5	4.3	3.7

INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	1.7	2.4	2.7	3.6	4.1	4.6	5.5	6.1	6.3
SHARE AUDIENCE %	25	27	22	22	21	20	21	23	23
SUPERSTATIONS									
AVERAGE AUDIENCE	0.8	1.1	1.1	1.2	1.2	1.2	1.4	1.5	1.8
SHARE AUDIENCE %	12	12	9	7	6	5	5	6	7
PBS									
AVERAGE AUDIENCE	0.1 v	0.1 v	0.4 ^	0.6	0.6	1.0	1.0	1.2	1.2
SHARE AUDIENCE %	1 v	1 v	3 ^	4	3	4	4	5	4
CABLE ORIG.									
AVERAGE AUDIENCE	1.3	1.7	2.4	2.3	2.8	3.4	3.7	3.8	4.0
SHARE AUDIENCE %	19	19	19	14	14	15	14	14	15
PAY SERVICES									
AVERAGE AUDIENCE	1.1	1.2	1.3	1.5	1.9	2.3	2.5	2.4	2.8
SHARE AUDIENCE %	16	13	10	9	10	10	10	9	10

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP.3, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.8	27.2	26.7	27.4	27.5	27.2	26.6	27.2	27.6	28.1	28.4	29.5	30.4	30.3	30.1	30.6	31.2	31.5

ABC TV

		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
		BUGS BUNNY/TWEETY SHOW II		ANIMAL CRACK-UPS		HEALTH SHOW		ABC WEEKEND SPECIALS SOUP AND ME (R)											
AVERAGE AUDIENCE (Hhlds (000) & %)		4,790		3,070		1,810		1,810											
		5.3		3.4		2.0		2.0											
SHARE AUDIENCE	%	20		13		7		7											
AVG. AUD. BY 1/4 HR	%	5.3	5.4	3.3	3.4	2.1	2.0	1.9	2.1										

CBS TV

		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
		DENNIS THE MENACE ←									US OPEN TENNIS-SAT (12:00-6:00)								
AVERAGE AUDIENCE (Hhlds (000) & %)		2,800		2,260															
		3.1		2.5	2.5 *		2.5 *		2.6 *		2.5 *		2.6 *		2.3 *		2.2 *		2.5 *
SHARE AUDIENCE	%	11		8	9 *		9 *		10 *		9 *		9 *		8 *		7 *		8 *
AVG. AUD. BY 1/4 HR	%	3.2	3.1	2.7	2.4	2.5	2.5	2.7	2.5	2.4	2.6	2.5	2.6	2.3	2.3	2.2	2.2	2.4	2.6

NBC TV

		11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING						(1) ←		NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS NEW YORK METS KANSAS CITY VS MINNESOTA (MULTI SEGMENT)(PAE)					
AVERAGE AUDIENCE (Hhlds (000) & %)		2,800		2,440		2,080						3,800	5,970						
		3.1		2.7		2.3						4.2	6.6		5.6 *		6.4 *		6.9 *
SHARE AUDIENCE	%	11		10		9						15	21		18 *		21 *		22 *
AVG. AUD. BY 1/4 HR	%	3.0	3.2	2.6	2.8	2.3	2.2					4.1	4.4	5.5	5.6	6.2	6.6	6.8	6.8

	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	6.6		7.0		7.7		7.6		8.2		8.4		8.7		9.2		9.9	
SHARE AUDIENCE %	24		26		28		28		29		29		29		30		32	
SUPERSTATIONS																		
AVERAGE AUDIENCE	2.0		1.6		1.8		1.8		2.1		2.5		2.6		2.9		3.5	
SHARE AUDIENCE %	7		6		7		7		8		9		9		10		11	
PBS																		
AVERAGE AUDIENCE	1.3		1.6		1.9		1.8		1.9		2.0		1.9		1.7		1.7	
SHARE AUDIENCE %	5		6		7		7		7		7		6		6		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	4.1		4.3		4.5		4.3		4.8		4.8		5.1		6.2		6.6	
SHARE AUDIENCE %	15		16		16		16		17		17		17		20		21	
PAY SERVICES																		
AVERAGE AUDIENCE	2.8		3.4		3.5		3.7		3.9		4.2		3.9		2.4		2.4	
SHARE AUDIENCE %	10		13		13		14		14		14		13		8		8	

U.S. TV HOUSEHOLDS: 90,400,000

(1) NBC MAJOR LEAGUE PRE GAME,(PAE),NBC,(2:00-2:18)

For explanation of symbols, See page 8.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP.3, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	31.4	32.2	32.6	33.1	33.7	34.2	34.2	35.0	36.7	37.4	37.8	39.1
ABC TV			←ABC WIDE WORLD-SPORTS SAT→								ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Hhlds (000) & %)			3,710								4,970	
			4.1	3.2 *		4.2 *		4.8 *			5.5	
SHARE AUDIENCE %			12	10 *		12 *		13 *			14	
AVG. AUD. BY 1/4 HR %			3.1	3.4	3.9	4.4	4.9	4.7			5.6	5.4
CBS TV				US OPEN TENNIS-SAT (12:00-6:00)							CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Hhlds (000) & %)		2.6 *		2.4 *		2.6 *		3.2 *			4.070	
											4.5	
SHARE AUDIENCE %		8 *		7 *		8 *		9 *			11	
AVG. AUD. BY 1/4 HR %	2.7	2.6	2.3	2.4	2.5	2.7	2.9	3.4			4.4	4.7
NBC TV			NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS NEW YORK METS KANSAS CITY VS MINNESOTA (MULTI SEGMENT)(PAE)								NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Hhlds (000) & %)		6.9 *		7.2 *		7.4 *					6,510	
											7.2	
SHARE AUDIENCE %		22 *		22 *		22 *					18	
AVG. AUD. BY 1/4 HR %	6.9	6.9	7.3	7.1	7.8	5.9					6.9	7.5

INDEPENDENTS (INCL. SUPERSTATIONS)						
AVERAGE AUDIENCE	9.2	10.4	10.7	11.8	10.5	10.8
SHARE AUDIENCE %	29	32	31	34	28	28
SUPERSTATIONS						
AVERAGE AUDIENCE	3.1	3.5	3.6	4.1	3.4	3.0
SHARE AUDIENCE %	10	11	11	12	9	8
PBS						
AVERAGE AUDIENCE	2.0	1.8	1.8	2.1	1.7	1.7
SHARE AUDIENCE %	6	5	5	6	5	4
CABLE ORIG.						
AVERAGE AUDIENCE	6.7	6.6	6.9	7.3	7.4	7.6
SHARE AUDIENCE %	21	20	20	21	20	20
PAY SERVICES						
AVERAGE AUDIENCE	3.1	3.2	3.6	3.1	3.3	3.2
SHARE AUDIENCE %	10	10	11	9	9	8

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP.4, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.9	6.7	7.4	8.8	10.4	12.2	13.9	15.7	17.8	20.2	21.8	23.4	24.8	25.7	26.2	27.3	27.9	29.4
ABC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR %																		
CBS TV					FOR OUR TIMES (SUS)				←		SUNDAY MORNING				→	FACE THE NATION		
AVERAGE AUDIENCE (Hhlds (000) & %)									3,620						1,900			
SHARE AUDIENCE %									4.0	3.4 *		4.2 *		4.5 *	2.1			
AVG. AUD. BY 1/4 HR %									18	17 *		18 *		18 *	7			
									2.9	3.8	4.2	4.3	4.6	4.3	2.3	2.0		
NBC TV					←		SUNDAY TODAY				→	MEET THE PRESS						
AVERAGE AUDIENCE (Hhlds (000) & %)					1,720						1,630							
SHARE AUDIENCE %					1.9	1.4 *		2.0 *		2.3 *	1.8							
AVG. AUD. BY 1/4 HR %					12	12 *		13 *		12 *	8							
					1.3	1.5	1.9	2.2	2.4	2.2	1.7	1.8						
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.9		2.4		3.5		4.6		5.6		7.2		7.6		8.6		9.1	
SHARE AUDIENCE %	30		30		31		31		29		32		30		32		32	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.6		0.8		1.4		1.7		2.0		2.6		2.6		2.8		2.7	
SHARE AUDIENCE %	10		10		12		11		11		12		10		10		9	
PBS																		
AVERAGE AUDIENCE	0.1 v		0.4 ^		0.8		1.0		1.5		1.7		1.6		1.6		1.7	
SHARE AUDIENCE %	2 v		5 ^		7		7		8		8		6		6		6	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.5		1.9		2.2		2.8		3.4		4.1		5.0		5.1		4.5	
SHARE AUDIENCE %	24		23		19		19		18		18		20		19		16	
PAY SERVICES																		
AVERAGE AUDIENCE	1.0		1.1		1.4		1.9		2.7		3.1		3.4		3.8		4.4	
SHARE AUDIENCE %	16		14		12		13		14		14		13		14		15	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page 8.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP.4, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	30.2	30.1	30.2	30.6	31.2	32.3	33.3	35.6	36.6	37.3	37.7	38.1	38.1	38.2	38.6	38.8	39.0	39.3
ABC TV	←THIS WEEK-DAVID BRINKLEY→				BUSINESS WORLD													
AVERAGE AUDIENCE (Hhlds (000) & %)	3,070				1,080													
	3.4	3.3 *		3.6 *	1.2													
SHARE AUDIENCE %	10	10 *		10 *	4													
AVG. AUD. BY 1/4 HR %	3.1	3.5	3.6	3.6	1.1	1.2												
CBS TV					CBS NFL TODAY	←	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)											
AVERAGE AUDIENCE (Hhlds (000) & %)					5,880		11,300											
					6.5		12.5	10.1 *		12.2 *		13.0 *		13.1 *		13.7 *		14.0 *
SHARE AUDIENCE %					21		33	29 *		33 *		34 *		34 *		35 *		36 *
AVG. AUD. BY 1/4 HR %					5.9	7.2	9.5	10.9	11.8	12.6	13.3	12.4	12.6	13.7	13.7	13.9	14.3	13.7
NBC TV					NFL LIVE	←	NFL GAME 1 MIAMI VS CHICAGO (1:00-4:05)(PAE)											
AVERAGE AUDIENCE (Hhlds (000) & %)					3,620		6,150											
					4.0		6.8	6.0 *		6.7 *		7.6 *		7.3 *		6.9 *		6.6 *
SHARE AUDIENCE %					13		18	17 *		18 *		20 *		19 *		18 *		17 *
AVG. AUD. BY 1/4 HR %					3.8	4.2	5.6	6.4	6.7	6.7	7.3	8.0	7.5	7.1	7.0	6.7	6.4	6.8
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	10.1		10.1		10.4		8.7		9.0		9.1		9.5		9.3		9.5	
SHARE AUDIENCE %	33		33		33		25		24		24		25		24		24	
SUPERSTATIONS																		
AVERAGE AUDIENCE	3.3		3.5		3.4		2.8		2.7		2.7		3.1		3.0		2.9	
SHARE AUDIENCE %	11		12		11		8		7		7		8		8		7	
PBS																		
AVERAGE AUDIENCE	1.7		1.4		1.2		1.1		1.4		1.0		1.0		1.2		1.2	
SHARE AUDIENCE %	6		5		4		3		4		3		3		3		3	
CABLE ORIG.																		
AVERAGE AUDIENCE	4.9		6.0		4.8		4.9		4.7		4.7		4.6		4.8		5.3	
SHARE AUDIENCE %	16		20		15		14		13		12		12		12		14	
PAY SERVICES																		
AVERAGE AUDIENCE	4.2		2.9		2.6		2.3		2.0		2.1		2.0		2.0		2.1	
SHARE AUDIENCE %	14		10		8		7		5		6		5		5		5	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP.4, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	38.8	38.0	38.2	38.2	38.4	38.7	38.6	39.2	40.9	42.5	43.5	43.9

ABC TV

		6:30	6:45
		ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)		7,320	
		8.1	
SHARE AUDIENCE	%	19	
AVG. AUD. BY 1/4 HR	%	8.1	8.0

CBS TV

US OPEN TENNIS-SU-RAINOUT (4:12-7:00)(PAE)

		4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
AVERAGE AUDIENCE (Hhlds (000) & %)		2,260											
		2.5	3.6 *		2.7 *		2.0 *		2.2 *		2.2 *		2.7 *
SHARE AUDIENCE	%	6	9 *		7 *		5 *		6 *		5 *		6 *
AVG. AUD. BY 1/4 HR	%	4.8	3.3	2.7	2.6	1.9	2.1	2.3	2.0	2.3	2.2	2.4	2.9

NBC TV

NFL GAME 2 VARIOUS TEAMS AND TIMES (MULTI SEGMENT)(PAE)

		4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
AVERAGE AUDIENCE (Hhlds (000) & %)		12,570											
		13.9	12.3 *		14.1 *		15.0 *		14.0 *		14.3 *		14.3 *
SHARE AUDIENCE	%	34	32 *		37 *		39 *		36 *		34 *		33 *
AVG. AUD. BY 1/4 HR	%	10.8	13.3	14.0	14.1	14.9	15.3	14.0	14.0	14.3	14.4	14.4	14.2

	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS)						
AVERAGE AUDIENCE	10.3	10.4	10.1	10.8	10.4	11.3
SHARE AUDIENCE %	27	27	26	28	25	26
SUPERSTATIONS						
AVERAGE AUDIENCE	3.5	3.7	3.3	3.0	2.8	3.3
SHARE AUDIENCE %	9	10	9	8	7	8
PBS						
AVERAGE AUDIENCE	1.4	1.4	1.4	1.5	1.4	1.6
SHARE AUDIENCE %	4	4	4	4	3	4
CABLE ORIG.						
AVERAGE AUDIENCE	5.9	6.2	6.2	6.2	4.9	5.0
SHARE AUDIENCE %	15	16	16	16	12	11
PAY SERVICES						
AVERAGE AUDIENCE	2.2	2.1	2.0	2.0	2.4	2.8
SHARE AUDIENCE %	6	5	5	5	6	6

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.